

2019 LOUISIANA VISITOR PROFILE

Executive Summary

Charts & Graphs

Appendix

*INSIGHTS
THAT TAKE
YOU
PLACES*

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Year-End 2019 Visitor Profile.

An Inside Look at the Louisiana Travel Market

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This Louisiana Visitor Profile provides intelligence on US and Louisiana travel trends from Calendar Year 2019. Information is also provided for five regions within the State. These five regions combined include all the parishes.

*In 2019, Louisiana hosted
52.5 million domestic visitors,
spending \$17.9 billion dollars*

Volume and profile data are from D.K. Shifflet's **PERFORMANCE/MonitorSM** – the largest travel tracking system in the U.S. The 2019 Louisiana Visitor Profile is based on a sample of 1,554 traveling households.

Table of Contents

| | |
|-----------|------------------------------|
| 22 | ● Charts & Graphs |
| 23 | Volume |
| 25 | Direct Spending |
| 26 | Market Share |
| 27 | Demographics |
| 41 | Trip Origin |
| 47 | Transportation |
| 51 | Trip Timing |
| 58 | Trip Characteristics |
| 70 | Activity Participation |
| 78 | Accommodation |
| 81 | Performance Ratings |
| 83 | ● Appendix |

Executive Summary

This report primarily compares Louisiana’s travel market to the average US traveler and secondarily its five regions defined by Parish as follows:

- Greater New Orleans:** Jefferson, Plaquemines, Orleans, St. Bernard, St. Tammany, Washington
- Plantation Country:** Ascension, East Baton Rouge, East Feliciana, Iberville, Livingston, Pointe Coupee, St. Charles, St. Helena, St. James, St. John the Baptist, Tangipahoa, West Baton Rouge, West Feliciana
- Cajun Country:** Acadia, Allen, Assumption, Calcasieu, Cameron, Evangeline, Iberia, Jefferson Davis, Lafayette, Lafourche, St. Landry, St. Martin, St. Mary, Terrebonne, Vermilion
- Sportsman’s Paradise:** Bienville, Bossier, Caddo, Caldwell, Claiborne, De Soto, East Carroll, Franklin, Jackson, Lincoln, Madison, Morehouse, Ouachita, Red River, Richland, Tensas, Union, Webster, West Carroll, Winn
- Crossroads:** Avoyelles, Beauregard, Catahoula, Concordia, Grant, La Salle, Natchitoches, Rapides, Sabine, Vernon

The following analysis highlights unique information about Louisiana travelers and insights into how they travel throughout the State.

2019 Highlights:

- Louisiana received record number of domestic visitors spending record amounts of money. Domestic person-stay volume was up 3.4% year-over-year and domestic spending increased 6.3% in 2019 over 2018.
- The majority of Louisiana travelers stay at paid hotels (Mid-Level and High-End), travel for the purpose of a Visiting Friends/Relatives and Special Events.
- The top 10 activities that Louisiana travel parties participate in are profitable, except for Visiting Friends/Relatives.
- Louisiana received more visitors in 2019 during Winter and Spring than the average U.S. travel destination.
- The majority of Louisiana’s visitors originate from in-state, followed by Texas, Mississippi, Florida and Alabama.
- The largest share of Louisiana’s visitors arrive from New Orleans, Baton Rouge, Houston and Lafayette DMAs
- Louisiana received higher average satisfaction ratings for overall satisfaction and value-for-the-money ratings for than the average U.S. destination.

STUDY SPECIFICATIONS

Travel definition: An overnight trip defined as going someplace, staying overnight and then returning home and a day trip defined as a place away from home and back in the same day.
Sample Frame: All U.S., Louisiana, and Louisiana’s Regions as defined above
Timeframe: Travel Year 2019

Executive Summary

While understanding visitation in terms of who is visiting the State, why, and what they do there is imperative in painting a picture of travel to Louisiana, it is also important to focus on the opportunities that lie ahead for Louisiana travel.

Spending continues to grow, with the largest year over year increases seen in lodging, food & beverage and entertainment categories. The average age of a visitor to Louisiana is 49. Those visitors who come to Louisiana for a vacation or getaway weekend are more profitable than those who come to visit friends/relatives. Despite the lack of value, those visiting friends/relatives represent 22 percent of domestic visitation to Louisiana.

The characteristics of visitors to Louisiana are somewhat different depending on which destination region they visit. Visitors to the **Greater New Orleans** region are more likely to stay in High-End hotels, fly and visit in the winter and summer. Visitors to this region also have the highest average spending per person per day (\$181) compared to the other regions.

Visitors to Louisiana's **Plantation Country** region are more likely to visit in the fall followed by the winter, come to see friends/relatives and have the smallest average party size (1.6 ppl) and the shortest average length of stay (1.54 days).

Visitors to Louisiana's **Cajun Country** region are most likely to visit in the spring and have the largest percentage of visitors staying in non-paid accommodations (34%).

Visitors to **Sportsman's Paradise** region are predominantly Boomers (61%) and are most likely to visit in the spring. The top activity for visitors to this region is gambling (41%) followed by visiting friends/relatives (25%).

Visitors to **Crossroads** region are the oldest compared to the other regions with two-thirds being over 55 years of age and are most likely to travel to the region as couples. The top activity for visitors to this region is visiting historic sites (38%) followed by culinary and dining experiences (25%).

Executive Summary

Over two-thirds of total visitors to Louisiana (70%) do not have children in their household and have an average household income of \$108.5K. Visitors that come to Louisiana have a slightly higher average household income than visitors to the average U.S. leisure destination (US = \$105.4K vs LA = \$108.5K).

Louisiana mimics the overall U.S. traveler in regard to generations. The largest share of visitors come from the Boomers (34%) followed by the Millennials/GenZ (31%) the same percentage as the overall U.S. Over two-thirds (69%) of Louisiana's visitors originate from the West South Central U.S. and predominantly arrive by car (88%). Visitors to Louisiana most often travel alone (44%) or as couples (31%) and stay an average of 2.0 nights in the state. The average daily spend per person per day is \$145, with over half being spent on food & beverage and transportation combined. The most popular activities for visitors to the state are culinary/dining experiences, visiting friends/relatives, shopping, visiting historic sites and gambling. Over half of visitors stay in hotels (59%) followed by non-paid accommodations (27%) primarily the home of a friends/relative.



How to Read the Report Charts

Metric Definitions

| | |
|-------------------|---|
| Household Count | The number of unique respondents responding to the survey who visited the destination during the travel year |
| Stays | Stays represent the number of distinct groups of travelers (travel parties or groups) visiting a destination on a trip, regardless of the number of people within the travel group. |
| Person-Stays | The total number of people or visitors that traveled to your destination, regardless of the length of their stay. |
| Person-Days | The total number of days that all visitors contributed to your destination. |
| Trip-Dollars | Using the Trip-Dollars weight shows the monetary worth/contribution of travelers to a destination’s economy as opposed to the contribution of number of trips or number of days spent at the destination. |
| Stay Expenditures | Combines per-person spending with Person-Days to calculate the money spent on each stay to your destination. |

Destination Market Share

The impact of Louisiana visitation and spending on the share of the US travel market has been mixed over the past several years. In 2017 Louisiana travelers (Person-Stays), the main focus of this report, represent 1.84% of the US travel market. In 2019, the share of Louisiana Person Stays was 1.72%, down from 2017 but higher than 2018 where it dipped to 1.41%.

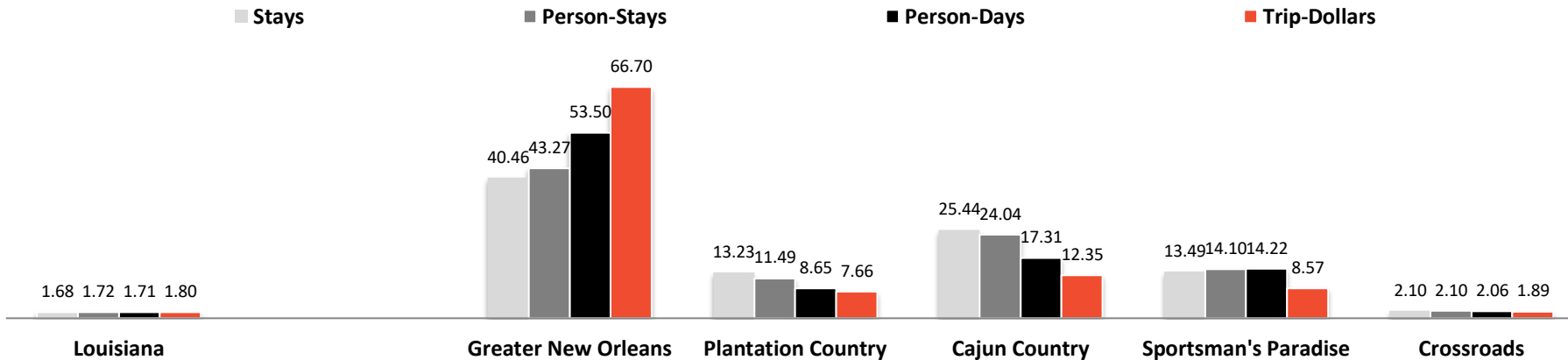
In contrast, the number of *Stays* taken to a destination indicates how many distinct travel parties came to your destination, but not how long they stayed. Louisiana travel parties represent 1.68% of the US travel market.

The *Person-Days* metric takes into account how long visitors stayed in your destination and is simply the total number of days that visitors contributed to Louisiana. Louisiana travelers represent 1.71% of the US market share of Person-Days.

An increase in the share of Person-Stays year over year can be attributed to changes in Louisiana's number of visitors, changes in length of stay of these visitors, changes in party composition, and/or changes in the day/ overnight mix relative to the US.

Louisiana Market Share of U.S. Travel

LOUISIANA REGION TRAVEL IS A PERCENTAGE OF LOUISIANA TRAVEL



The Greater New Orleans region overwhelmingly represents the largest share of Louisiana travel and is the most profitable travel region in the State.

Destination Market Share

Louisiana travelers contributed 1.80% in terms of *Trip-Dollars* to the US market; total amount of revenue that visitors contribute as opposed to the contribution of number of trips or number of days spent in a destination. This an increase from the prior two years.

Changes in Direct Spending can not only be influenced by ALL other travel measures including number of travel parties, number of persons, number of days, number of people in the Stays, length of stay, and individual traveler spending but also be related to changes in travel party composition, purpose of trip, activity participation levels, or accommodation choice.

The decline in person-stays can be attributed to a decrease in average travel party size. The number of stays increased but average travel party size declined 5%. Changes in length of stay affected person-days with more day trips and less overnight trips in 2019 over 2018. Overall, average expenditures per person per day increased 6% over the year prior. So, even though the number within the travel party decreased and the length of stay decreased, if there are more travel parties spending more, trip dollars will increase.

Stays

Increase of 0.03 ppt in 2018-2019

Person-Stays

Decrease of 0.05 ppt in 2018-2019

Person-Days

Decrease of 0.06 ppt in 2018-2019

Trip-Dollars

Increased 0.02 ppt in 2018-2019

Who are Louisiana visitors?

Louisiana visitors can be described in three ways; basic demographics, lifestyles, and by generation.

Louisiana travelers are the same average age as U.S. travelers (49 years). Among the Louisiana travel regions, Greater New Orleans has the youngest average age of travelers (45 years) while the Crossroads region has the oldest average age at 56 years. Most of Louisiana visitors are over 55 years of age (40%) followed closely by those in 35-54-year-old age group (33%).

Louisiana visitors have a slightly lower median income compared to the average U.S. traveler, (LA \$82.4K vs US \$84.7) and are more likely to be employed compared to the average U.S. traveler (LA 73% vs US 66%).

The regions within Louisiana differ with Plantation Country and the Greater New Orleans region having a higher median income (\$92.7K and \$87.9K) than overall Louisiana travelers. Greater New Orleans attracts the most Millennial/GenZ visitors (38%), followed by Cajun Country (27%) and Crossroads (27%).

How do Louisiana visitors compare?

GENERATIONS: MILLENNIAL/GENZ – 1981-2001; GENX – 1965-1980; BOOMER 1946-1964; SILENT/GI – BEFORE 1945

| | U.S. Traveler | Louisiana Traveler | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|------------------------------|---------------|--------------------|---------------------|--------------------|---------------|----------------------|------------|
| Average Age | 49 years | 49 years | 45 years | 51 years | 50 years | 55 years | 56 years |
| Employed | 66% | 73% | 79% | 69% | 75% | 59% | 28% |
| Retired | 22% | 19% | 14% | 22% | 20% | 29% | 35% |
| Median Income (000) | \$84.7 | \$82.4 | \$87.9 | \$92.7 | \$76.1 | \$68.1 | \$70.7 |
| Children in Household | 33% | 30% | 35% | 42% | 25% | 28% | 0% |
| Generations: | | | | | | | |
| Millennial/GenZ | 31% | 31% | 38% | 18% | 27% | 16% | 27% |
| GenX | 29% | 29% | 31% | 40% | 29% | 21% | 7% |
| Boomer | 34% | 34% | 28% | 32% | 34% | 61% | 41% |
| Silent/GI | 6% | 6% | 3% | 10% | 10% | 2% | 25% |

Louisiana
Visitors

Middle aged
Nearly three-quarters employed
Average Income
Less than 1 in 3 with Kids in Household

DKSA combines the three variables most likely to discriminate between travelers into seven Lifestages. These include age, household income and whether or not children are present in the household. These segments are generally used for promotion development and targeting.

The majority of visitors to Louisiana belong in the Lifestages with no children in the household (73%).

Affluent Mature (25%) and Young & Free (17%) lifestages contribute the most in travel party shares to Louisiana tourism.

Yet, visitors in the Mature & Free Lifestage contribute more in Trip-Dollars to Louisiana's economy than they represent in travel party shares (15% in Stays but 17% in Trip-Dollars) which makes them one of the most profitable segments.

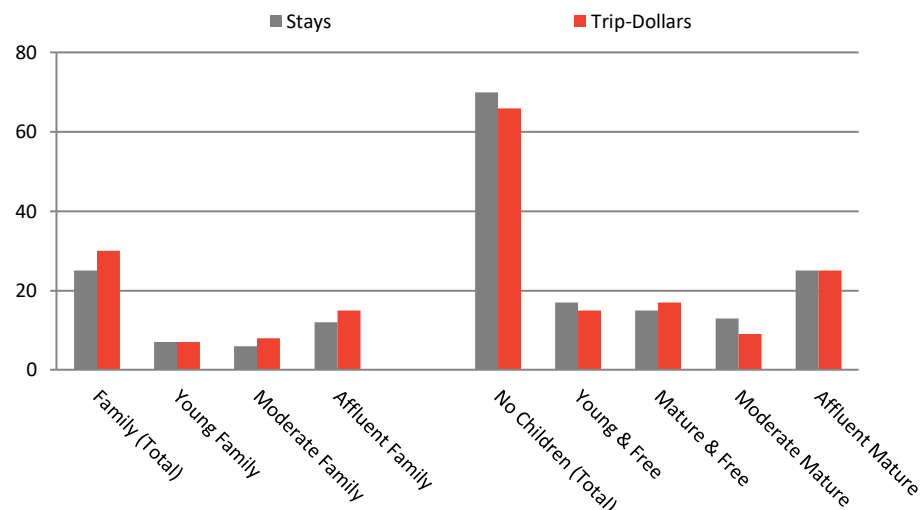
The same is true of the Affluent Family segment, they represent 12% of the Stays and 15% of the Trip-Dollars. Affluent Family, Moderate Family and Mature & Free travelers are also key segments to target as they have slightly higher Trip-Dollar shares compared to their share in Stays.

DKSA Lifestage Definitions

| Lifestage | Head of HH Age (years) | HH Income | Children <18 in HH |
|-----------------|------------------------|-------------|--------------------|
| Young & Free | 18-34 | Any | No |
| Young Family | 18-34 | Any | Yes |
| Mature & Free | 35-54 | Any | No |
| Moderate Family | 35-54 | Under \$75K | Yes |
| Affluent Family | 35-54 | \$75K+ | Yes |
| Moderate Mature | 55+ | Under \$60K | No |
| Affluent Mature | 55+ | \$60K+ | No |

Louisiana Lifestages

TOTAL 2019 (%)



Affluent Mature
Most profitable segment

Young Family
Least profitable segment

Origin Markets

Where do Louisiana visitors come from?

Over four in 10 (42%) of Louisiana visitors are from in-state. The Crossroads and Plantation Country regions receive a greater share of in-state visitors with over 60% of their visitors from in-state. Sportsman's Paradise and Greater New Orleans receive less than a third of their visitors from in-state.

After in-state travelers, Texas is the state where Louisiana receives the most travelers (23%), followed by Mississippi (6%). Florida (3%), Alabama (3%) and Virginia (3%) round out the top six origin states. These top six states produce 81% of Louisiana visitors.

The top 3 origin markets for Louisiana visitors are New Orleans DMA (13.4%), Baton Rouge DMA (11.2%), and Houston DMA (10.9%). Louisiana's top 10 DMAs of origin account for 68% of their travelers.

Four of the top ten origin DMAs to the state are in-state markets, followed by Texas. When looking at travelers based on trip-dollars, travelers from out of-state DMAs are more profitable to the state.

Louisiana Origin DMAs

PERSON-STAYS 2019 (%)

| | |
|--------------------------|-------|
| New Orleans, LA | 13.4% |
| Baton Rouge, LA | 11.2% |
| Houston, TX | 10.9% |
| Lafayette, LA | 8.5% |
| Monroe, LA-El Dorado, AR | 6.9% |
| Dallas-Fort Worth, TX | 5.5% |
| Shreveport, LA | 3.5% |
| Jackson, MS | 3.0% |
| Washington, DC | 2.7% |
| Chicago, IL | 2.4% |

Louisiana – a Drive Destination

Louisiana is primarily a drive destination, with only 9% of Louisiana travelers arriving by airplane. This percentage of air visitors is driven mostly by the Greater New Orleans region where 17% of the visitors arrive by air. The rest of the state receives less than 3% of visitors by air.

Louisiana Top 3 Origin Markets

Louisiana (↓ 4ppt over 2018)
Texas (↑ 2ppt over 2018)
Mississippi (↑ 1ppt over 2018)

New Orleans, LA DMA
Baton Rouge, LA DMA
Houston, TX DMA

U.S. Top 3 Destination States

California
Florida
Texas

U.S. Top 3 Destination DMAs

New York, NY DMA
Los Angeles, CA DMA
Orlando, FL DMA

Origin Markets

During 2019, Louisiana's top five origin states are Louisiana (42%), Texas (23%), Mississippi (6%), Florida (3%) and Alabama (3%). The table below shows the top origin markets to Louisiana's 5 regions. A way to read the table below is that "Of those who visited the Greater New Orleans region, 13% are from New Orleans, LA."

New Orleans is a top origin for all the regions, except for Sportsman's Paradise. All regions draw a large portion of their visitors from in-state, with more than one Louisiana market in their top origins. In the Plantation Country region, four of their top five origin markets are all in-state. The top origin market for the Cajun Country region Houston, TX.

Top Origin Markets for Louisiana Regions (Person-Stays 2019)

| Greater New Orleans - 42% | | Plantation Country – 78% | | Cajun Country -79% | | Sportsman's Paradis – 73% | | Crossroads – 81% | |
|---------------------------|-----------------|--------------------------|--------------------------|--------------------|--------------------------|---------------------------|--------------------------|------------------|--------------------------|
| 13% | New Orleans, LA | 23% | Baton Rouge, LA | 24% | Houston, TX | 23% | Monroe, LA-El Dorado, AR | 27% | Shreveport, LA |
| 13% | Baton Rouge, LA | 22% | New Orleans, LA | 19% | New Orleans, LA | 18% | Dallas-Fort Worth, TX | 19% | Jackson, MS |
| 6% | Lafayette, LA | 14% | Houston, TX | 19% | Lafayette, LA | 14% | Shreveport, LA | 19% | Monroe, LA-El Dorado, AR |
| 5% | Chicago, IL | 10% | Lafayette, LA | 10% | Baton Rouge, LA | 13% | Tyler-Longview, TX | 10% | Baton Rouge, LA |
| 5% | Houston, TX | 9% | Monroe, LA-El Dorado, AR | 7% | Monroe, LA-El Dorado, AR | 5% | Jackson, MS | 6% | New Orleans, LA |

Top Origin States

Greater New Orleans - Louisiana, Texas & Mississippi

Plantation Country - Louisiana, Texas & Alabama

Cajun Country - Louisiana, Texas & Oklahoma

Sportsman's Paradise - Texas, Louisiana & Arkansas

Crossroads - Louisiana, Mississippi & Texas

Travel Purpose

Why do travelers visit Louisiana?

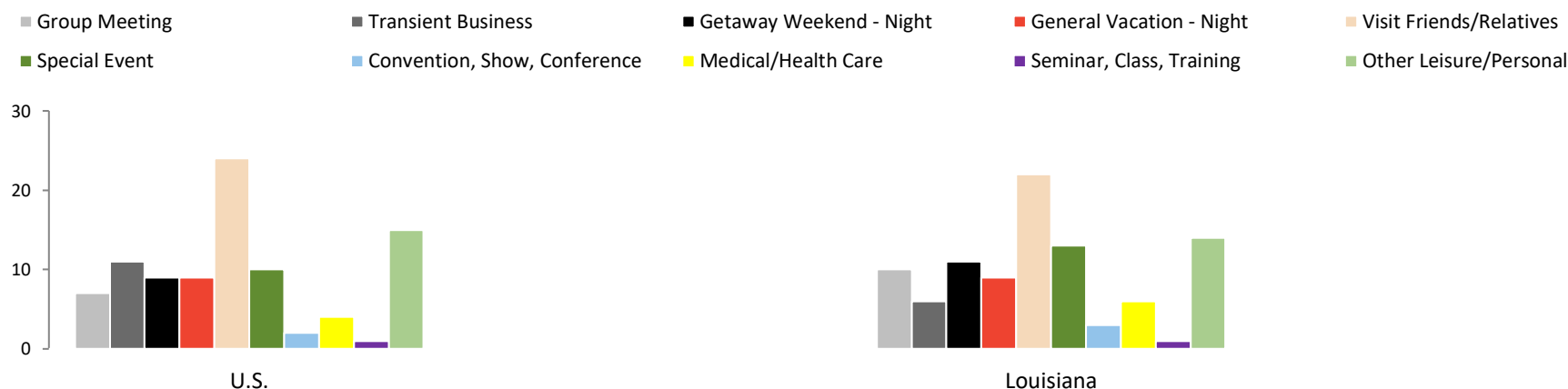
The majority of Louisiana's visitors (59%) come for non-vacation leisure purposes such as to Visit with Friends/Relatives (22%) and attending a Special Event (13%). This is followed by Vacation purposes such as a Getaway Weekend (11%) and General Vacation (9%). Travelers coming to Louisiana for business accounts for 15%.

When looking at which trip purpose contributes most to Louisiana's Trip-Dollars, Vacation contributes nearly one-third of Louisiana's Trip-Dollars (32%) but only one in five Stays. Overnight Vacations and Weekend Getaways are the most valuable segments with higher Trip Dollars shares than they represent in Stays.

Business Group Meetings also represent nearly 1 in 5 of the state's Trip Dollars (18%) but only represent 14% of Stays. The majority of Louisiana's Stays are Non-Vacation purposes (56%) but they only represent 42% of the state's Trip Dollars.

Louisiana Purpose of Travel

LEISURE-STAYS 2019 (%)



Top Louisiana Purpose

Visit Friends/Relatives
Other Leisure/Personal
Special Events

Most profitable segments

Getaway Weekend
General Vacation

Top U.S. Purpose

Visit Friends/Relatives
Other Leisure/Personal
Special Events

Most profitable segment

General Vacation

How much do travelers spend on their stay in Louisiana?

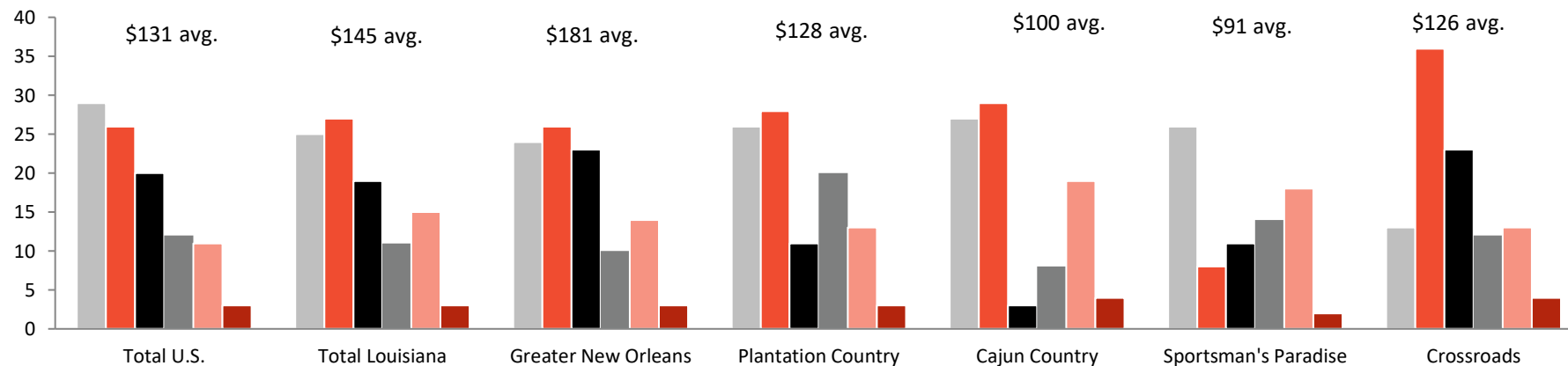
Total average daily spending (including transportation) by visitors to Louisiana increased in 2019 to \$145 per person per day – an increase of about \$6 from 2018. The increase is due to spending increases in food & beverage, entertainment & recreation, and shopping. The visitor to Louisiana spent on average \$5 more on food & beverage and \$4 more on entertainment & recreation. Spending on transportation and lodging declined in 2019. Spending by visitors to Louisiana on transportation declined \$4 and lodging declined \$2 in 2019 over 2018.

The majority of the daily expenditure was spent on Food & Beverage (27%), Transportation (25%), Lodging (19%), followed by Entertainment & Recreation (15%), Shopping (11%) and Miscellaneous (3%). Visitors to the Greater New Orleans have the highest average spend per person per day (\$181) compared to the other regions.

Per-Person-Per-Day-Spending

PERSON-DAYS 2019 (%)

■ Transportation ■ Food ■ Room ■ Shopping ■ Entertainment ■ Miscellaneous



Louisiana travelers
spend more on
Food & Beverage and
Entertainment
but a lot less on Transportation

Where do Louisiana visitors stay?

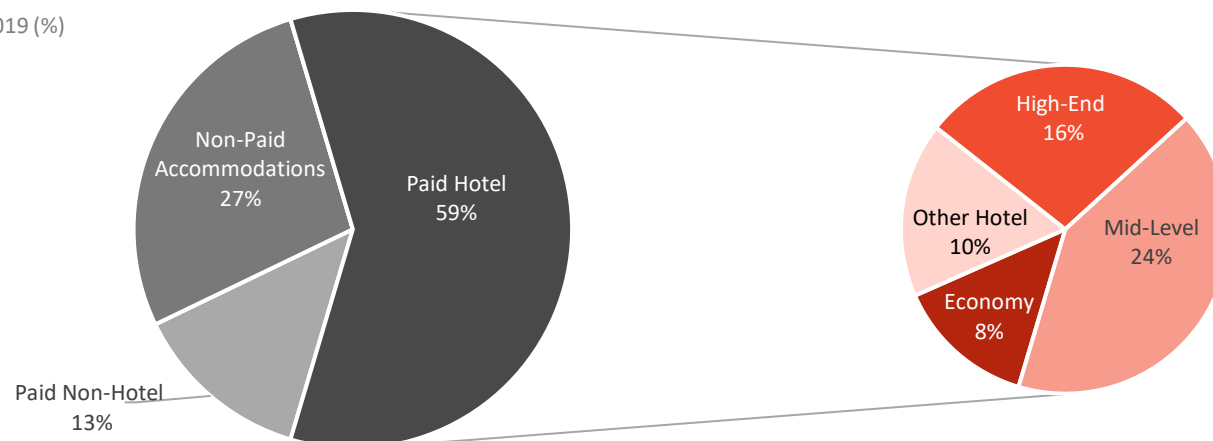
Paid Hotels are by far the accommodation of choice for Louisiana visitors (59%). Nearly a quarter of Louisiana travelers stay in Mid-Level hotels (24%) and followed by High-End hotels (16%). Overall, Louisiana has a greater share of travelers staying in paid hotels than the average U.S. traveler (59% and 52%, respectively).

Another 27% of Louisiana travelers stay in non-paid accommodations, typically at homes of friends/relatives. Typically, those who stay in Non-Paid Accommodations do not contribute nearly as much in monetary value to the destination as they represent in Stays share.

Naturally, Louisiana travelers who stay in High End hotels are especially worthy to target as they generate significant higher shares of Trip-Dollars (31%) than in Stays (16%).

Louisiana Paid Accommodations

PERSON-STAYS 2019 (%)



Those who stay in hotels,
choose Mid-level

How long do Louisiana visitors stay?

Four in 10 of Louisiana visitors (40%) stay less than four nights. Louisiana attracts a higher share of visitors who take trips of 1-3 nights (40%) than the average US destination (38%) .

Louisiana's Plantation Country, Crossroads, and Cajun Country regions have the largest percentage of Day Trips, with two-thirds of visitors to that region staying there only for the day. The Greater New Orleans region had longest average length of stay (2.59 Days) compared to all other Louisiana regions, followed by Sportsman's Paradise region (1.96 Days).

When do travelers visit Louisiana?

Louisiana's visitors are most likely to visit in the Winter (25%) and Spring (25%) and least likely to visit in the Summer (23%). In 2019, December received the greatest percentage of visitors (14%).

Greater New Orleans receives most of their visitors during the Summer and Winter (both 28%). Plantation Country receives most of their visitors in the Fall (34%) and the Winter (33%). Cajun Country, Crossroads and Sportsman's Paradise regions receive the majority of their visitors during the Spring (36%, 35%, and 30%).

Travelers who stay between 4 -7 nights
have a higher trip-dollar value.

What do Louisiana visitors do?

Eight out of ten travel parties participate in an activity when visiting an average US destination, a slightly lower participation rate to Louisiana (85%). The ten activities that travel parties who visit Louisiana participated in the most were the following:

1. Culinary/Dining Experience
2. Visit Friends/Relatives (general visit)
3. Shopping
4. Historic Sites
5. Gambling (slots, cards, horses, etc.)
6. Nightlife (bar, nightclub etc.)
7. Touring/Sightseeing
8. Live Music (festivals, concerts, clubs)
9. Museums, Art Exhibits, etc.
10. Parks (national/state, etc.)

Louisiana travel parties have a much higher propensity to participate in the following activities than travel parties to the average US destination:

- Gambling (slots, cards, horses, etc.) (3.1 times as high)
- Nightlife (bar, nightclub etc.) (2.0 times)
- Historic Sites (2.0 times)
- Live Music (festivals, concerts, clubs) (1.9 times)
- Zoo/Aquarium (1.7 times)
- Medical/Health/Doctor Visit (1.6 times)
- Touring/Sightseeing (1.5 times)
- Culinary/Dining Experience (1.3 times)
- Museums/Art Exhibits (1.3 times)
- Real Estate (buy/sell) (1.3 times)

Louisiana can position itself as a destination for Gambling, Nightlife, History, Live Music and Culinary-based activities

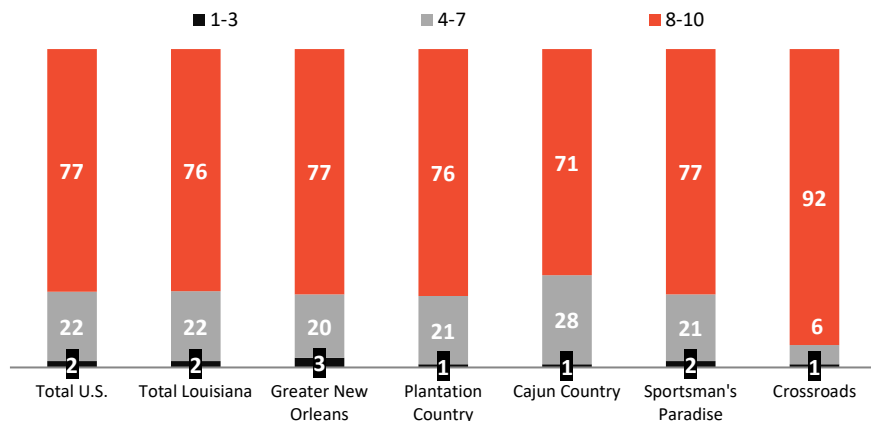
How do Louisiana visitors rate the State?

Respondents are asked to rate their overall satisfaction with the destinations they visit and the overall value-for-the-money the destination provides. Ratings are on a 10-point scale, where 1 is low or 'poor' and 10 is high or 'excellent'.

Louisiana visitors report strong satisfaction (8.5) with their Louisiana stay. Value-for-the-money (8.3) ratings was higher than the average U.S. destination (8.2) in 2019. Louisiana received 76 percent of excellent (8-10) ratings from travelers for overall satisfaction. Louisiana's Crossroads region had the highest satisfaction ratings compared to the other regions, with its average satisfaction score being an 8.8.

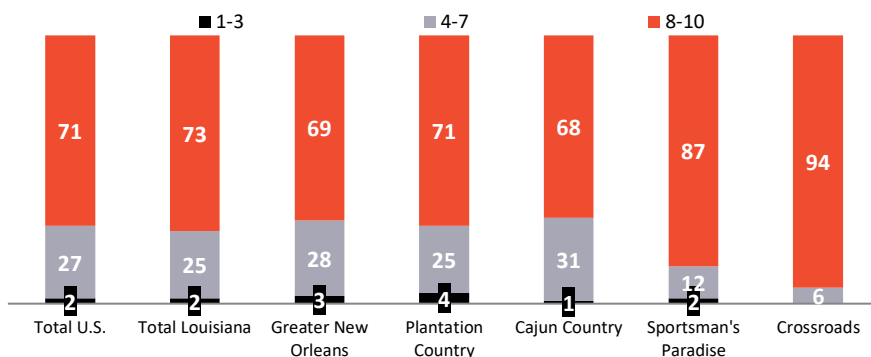
Overall Satisfaction

PERSON-STAYS 2019 (%)



Value for the Money

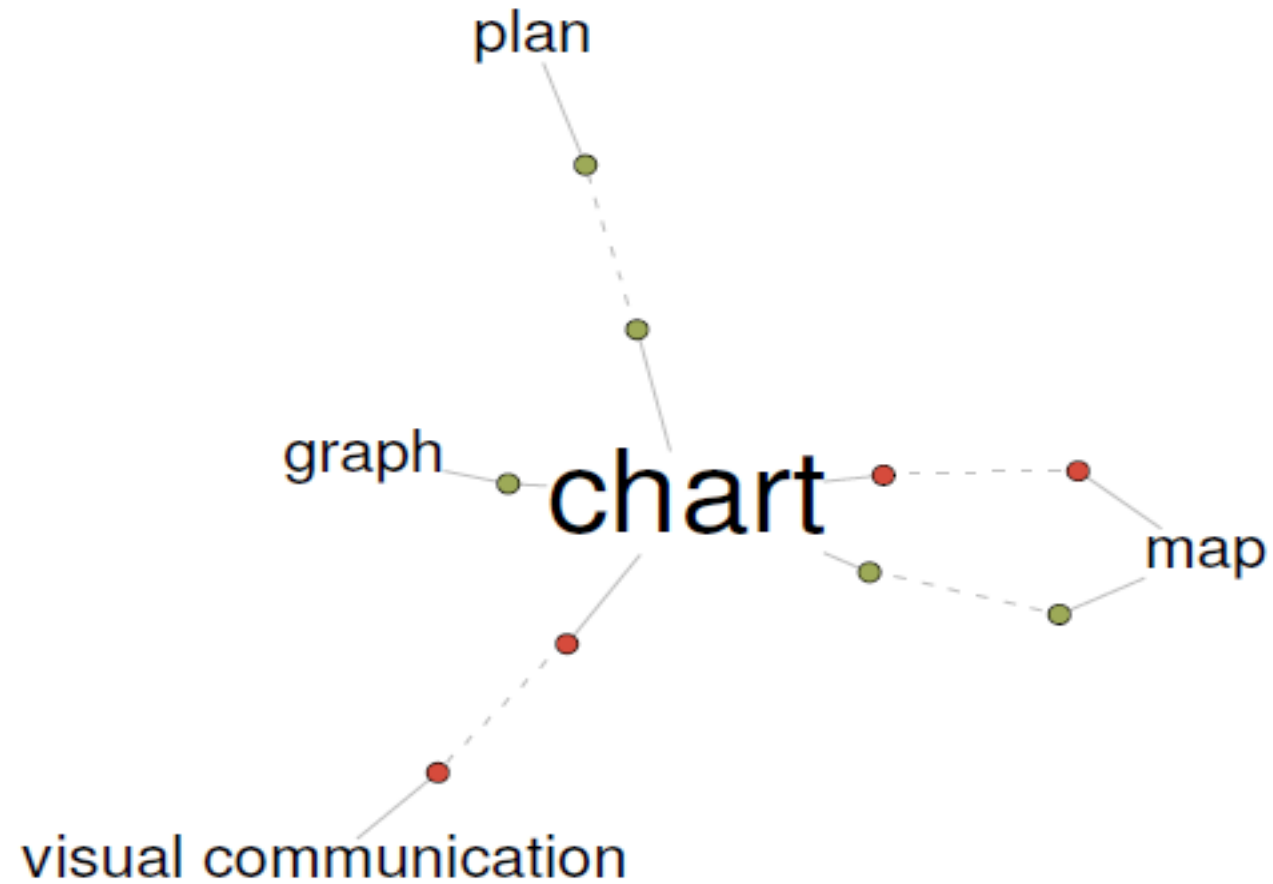
PERSON-STAYS 201 (%)



Louisiana travelers gave the destination higher value-for-the-money scores (8.3) compared to the average U.S. destination. Visitors to the Crossroads region scored the highest on value for the money (9) compared to the other regions. Greater New Orleans received the lowest value-for-the-money score (8.1), it is also the region of the state where the average expenditures per person per day is the highest.

Travelers rate Louisiana higher in satisfaction with the destination than the average U.S. destination.

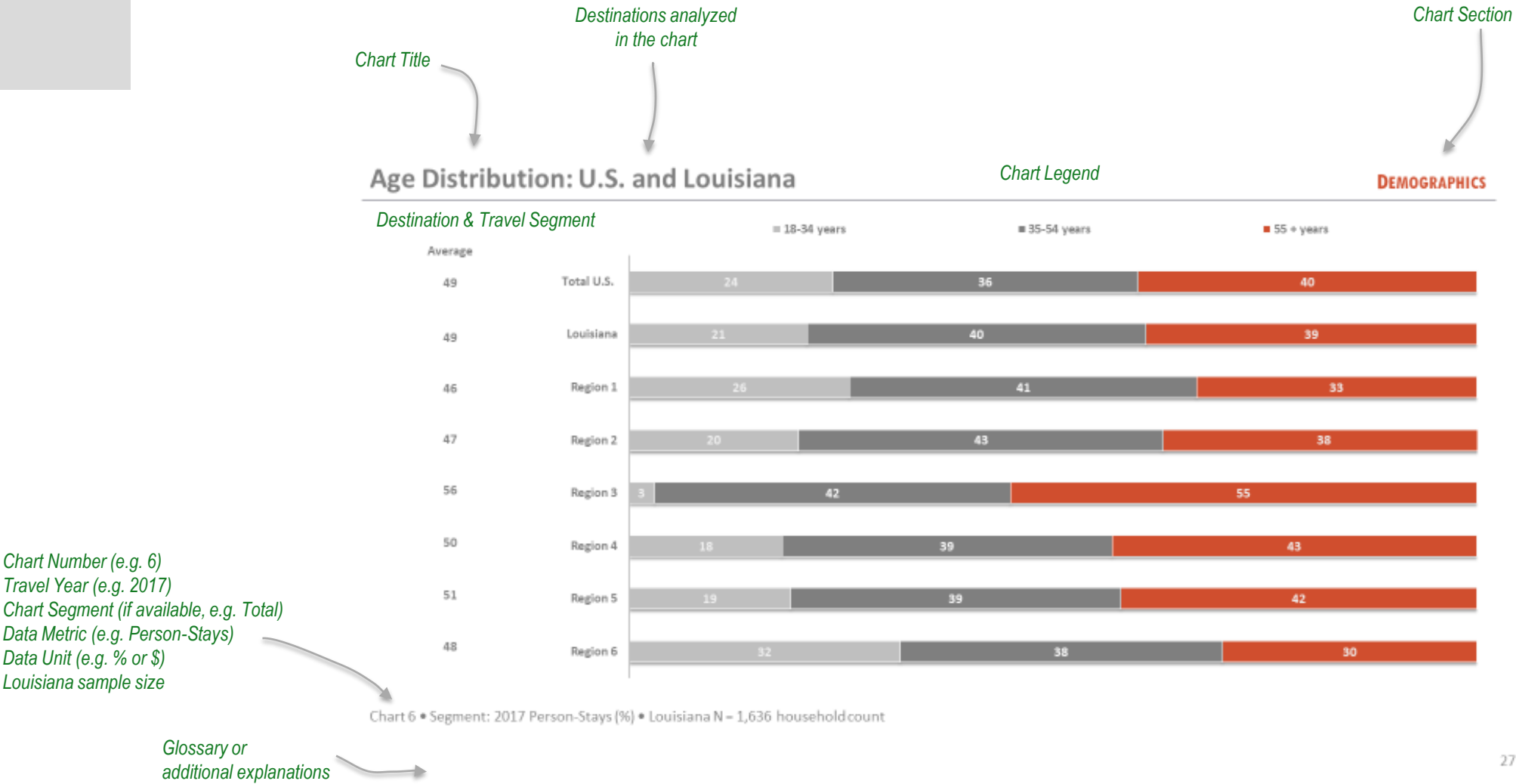
Louisiana average satisfaction and value ratings decreased over 2018.



Charts and Graphs

Louisiana 2019 Visitor Profile

How to Read the Report Charts



Louisiana Domestic Volume and Room Nights

VOLUME

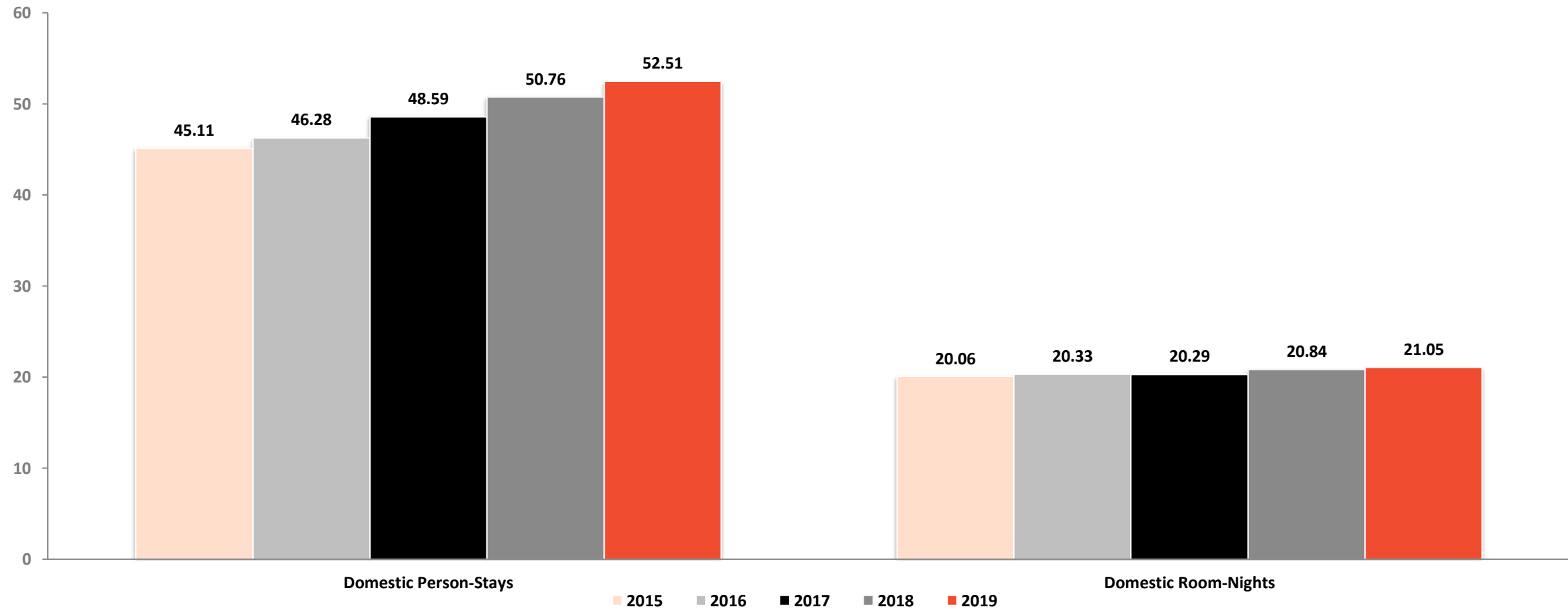


Chart 1 • Volume (in Millions)

U.S. Travel Volume Change by Division

VOLUME

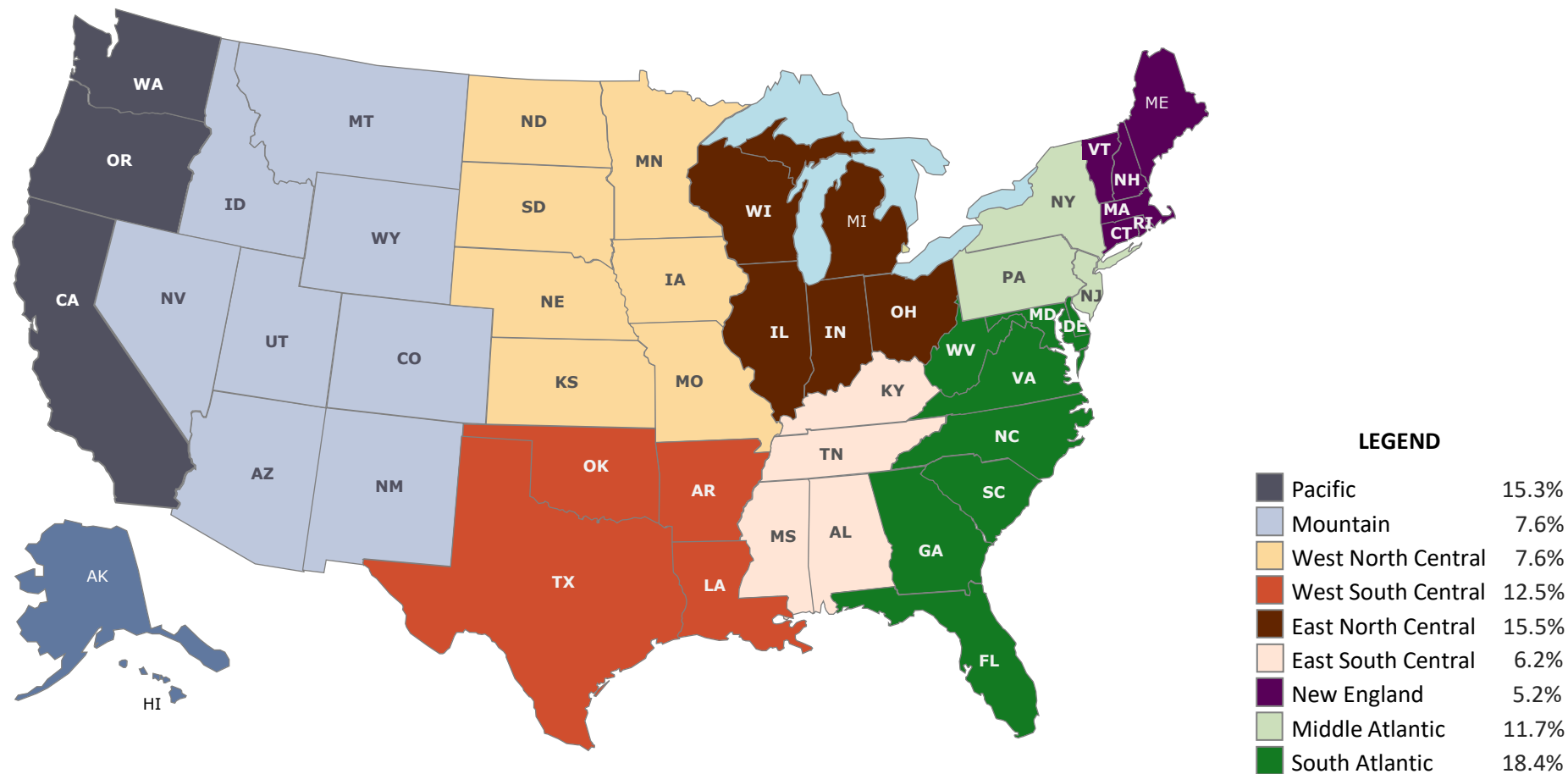


Chart 2 • Segment: 2019/2018 Total Person-Stays (%)

Louisiana Domestic Direct Spending

VOLUME

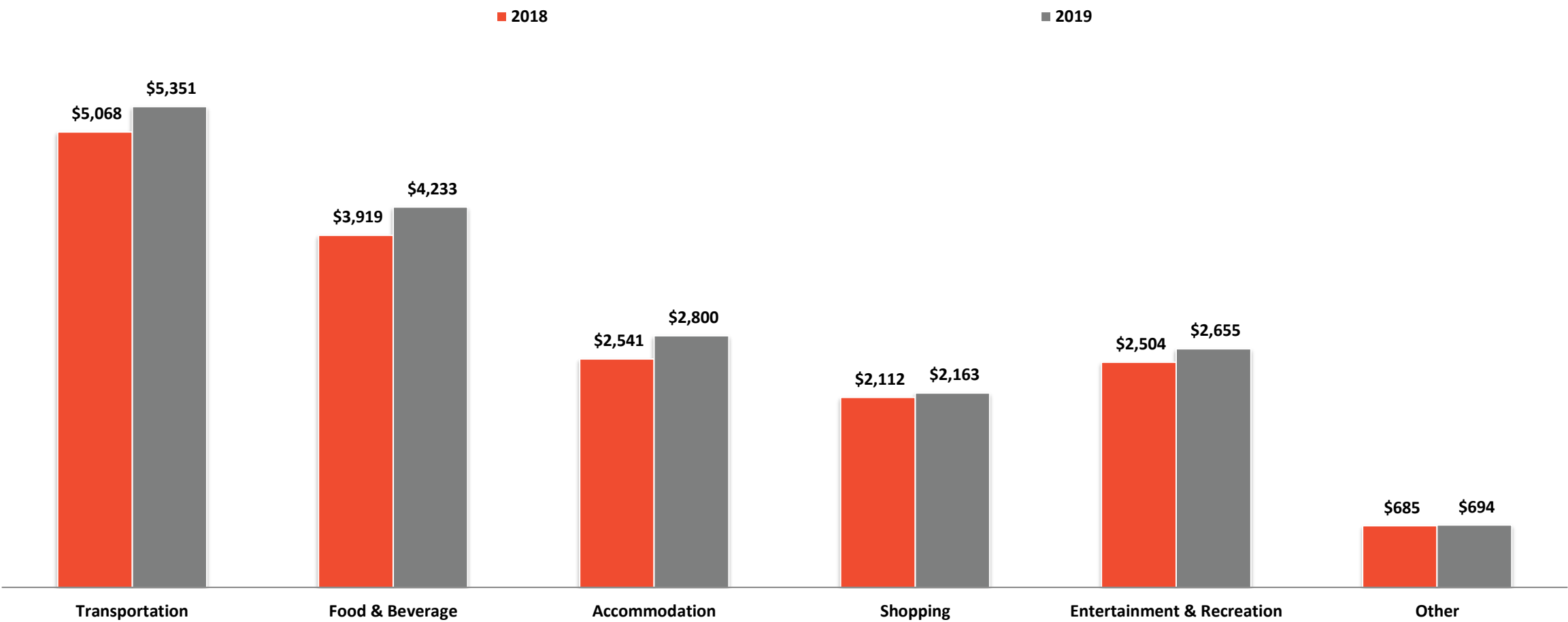


Chart 3 • Total Spending (in Millions)

Louisiana Share of U.S. Travel Segments

Region Share of Louisiana Travel Segments

MARKET SHARE

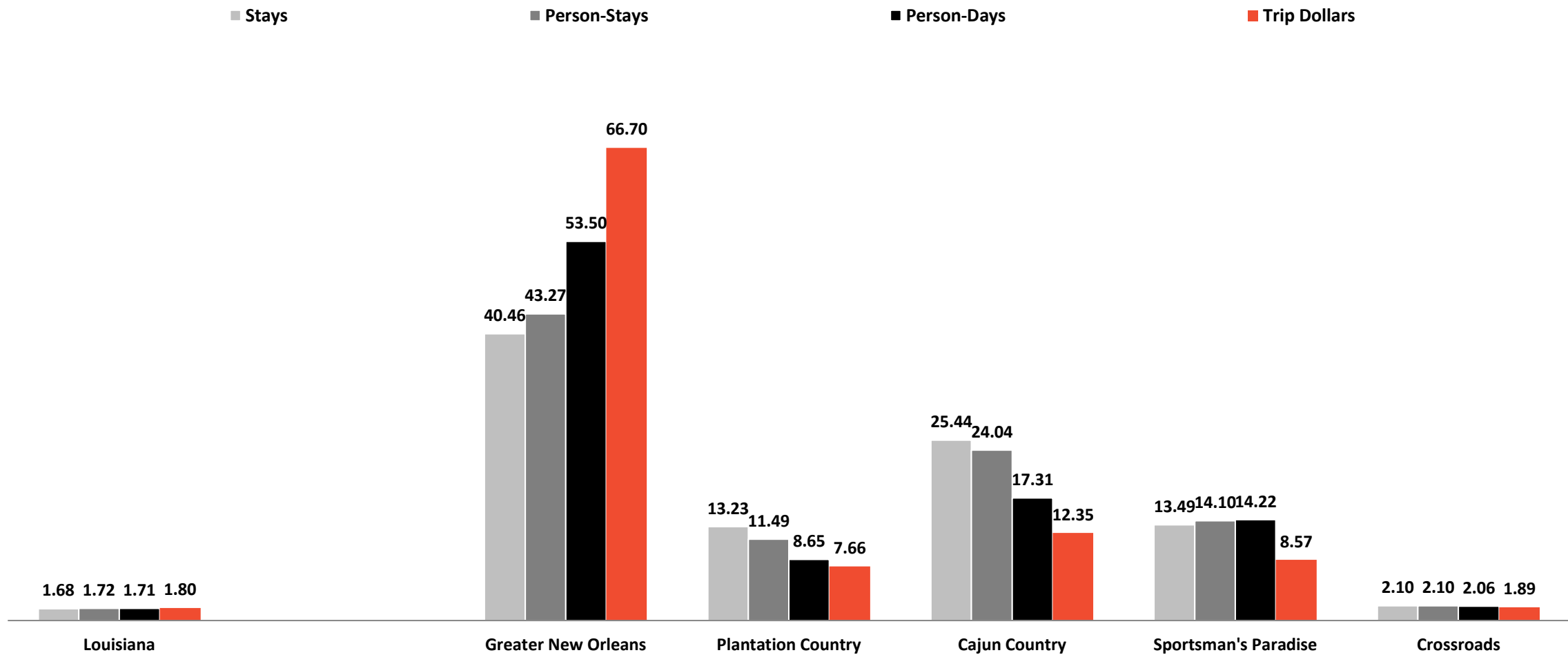


Chart 5 • Segment: 2019 (%) • Louisiana N = 1,554 household count

Age Distribution: U.S. and Louisiana

DEMOGRAPHICS

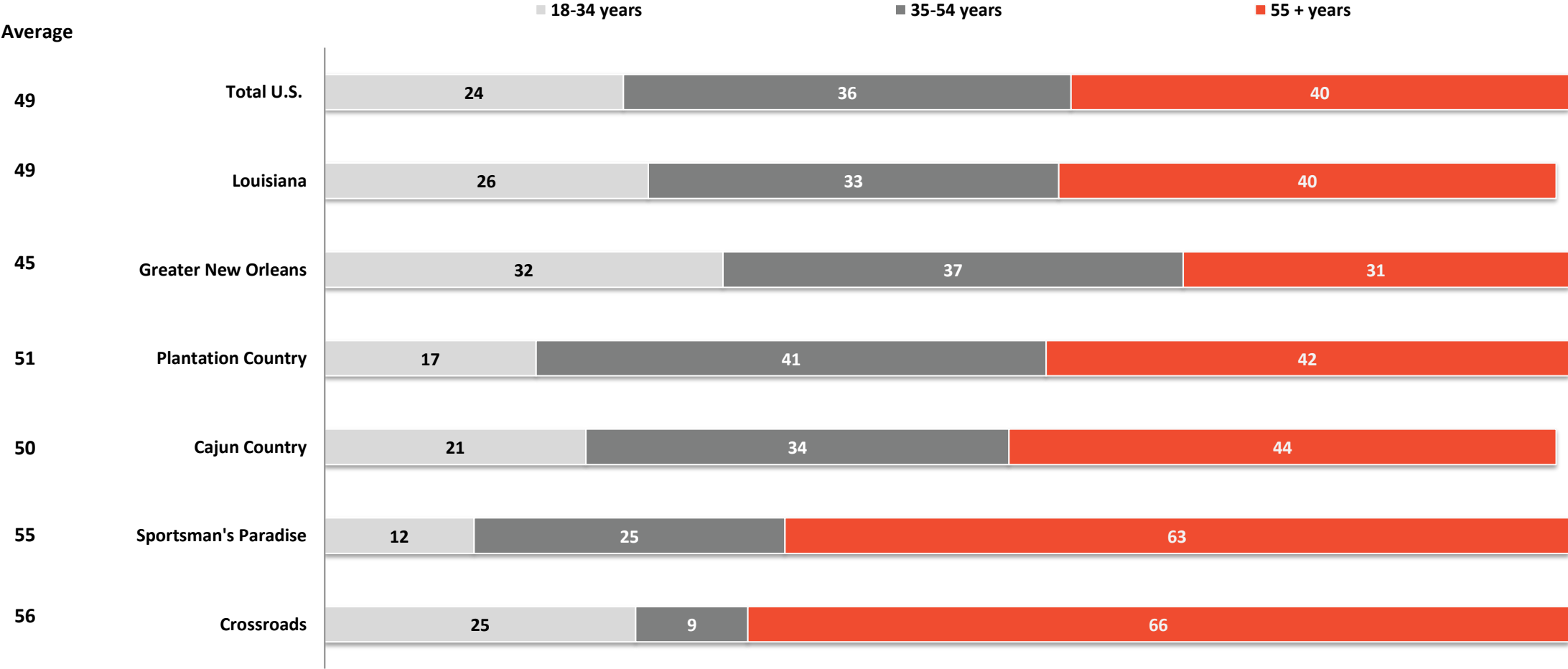


Chart 6 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,636 household count

Louisiana Avg. Party per Stay Spending by Age

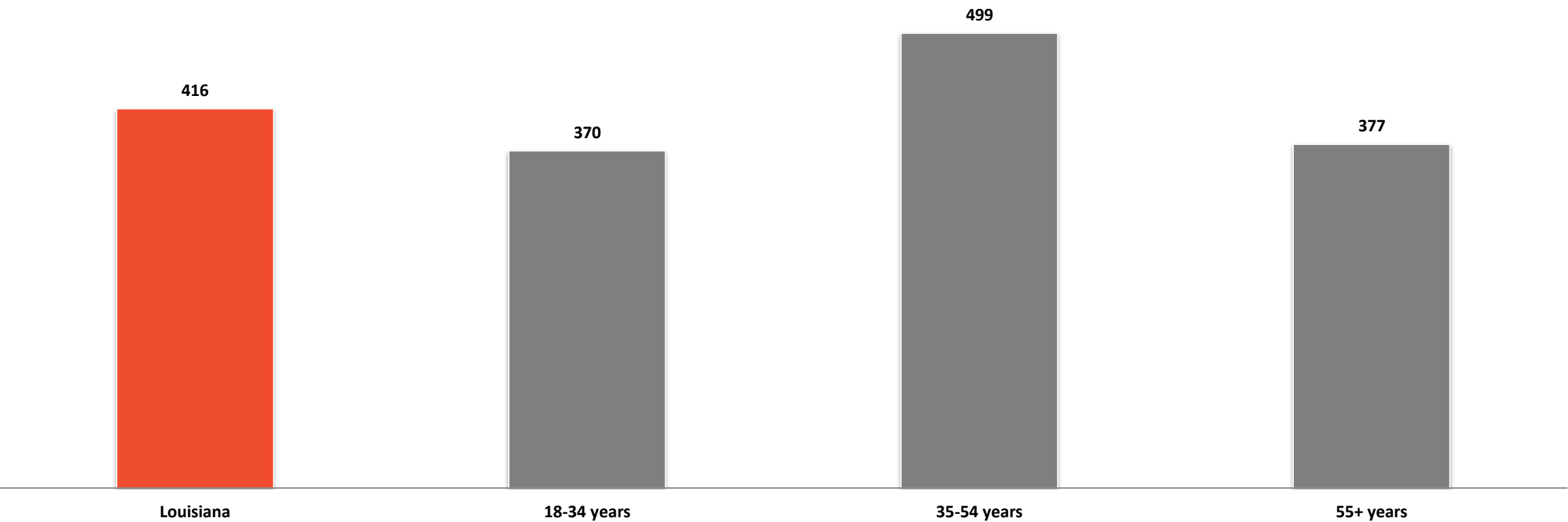


Chart 7 • Segment: 2017-2019 Leisure Stays (\$) • Louisiana N = 4,753 household count

GLOSSARY

Average Party per Trip Spending
Includes reported expenditures of all travelers (including transportation expenditure) who spend more than \$1 on their trip to or within the destination. Individual averages for subgroups of variables, such as accommodation types or activities might be higher than the total average party per trip spending for a destination because the travelers' spending is included only in those subgroups of variables to which the respondent replied.

Louisiana Age Comparison

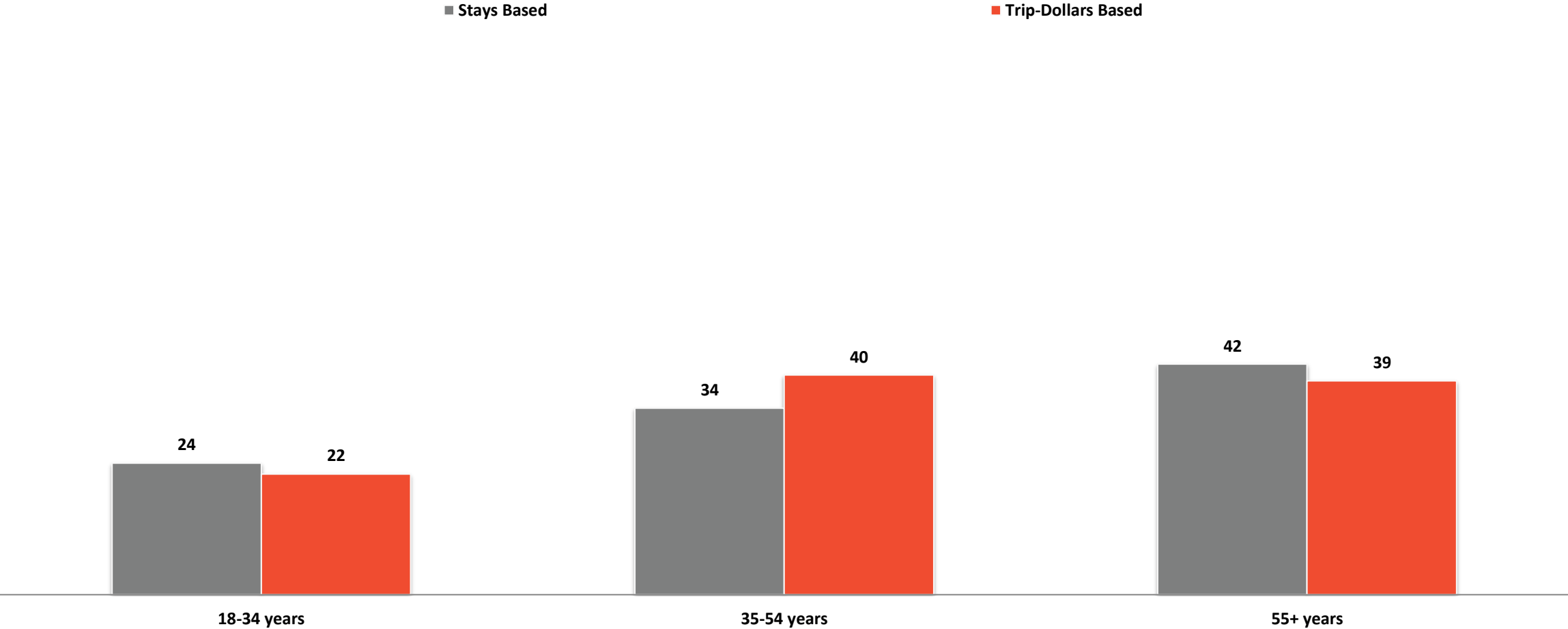


Chart 8 • Segment: 2017-2019 Leisure (%) • Louisiana N = 4,753 household count

Racial Distribution: U.S. and Louisiana

DEMOGRAPHICS

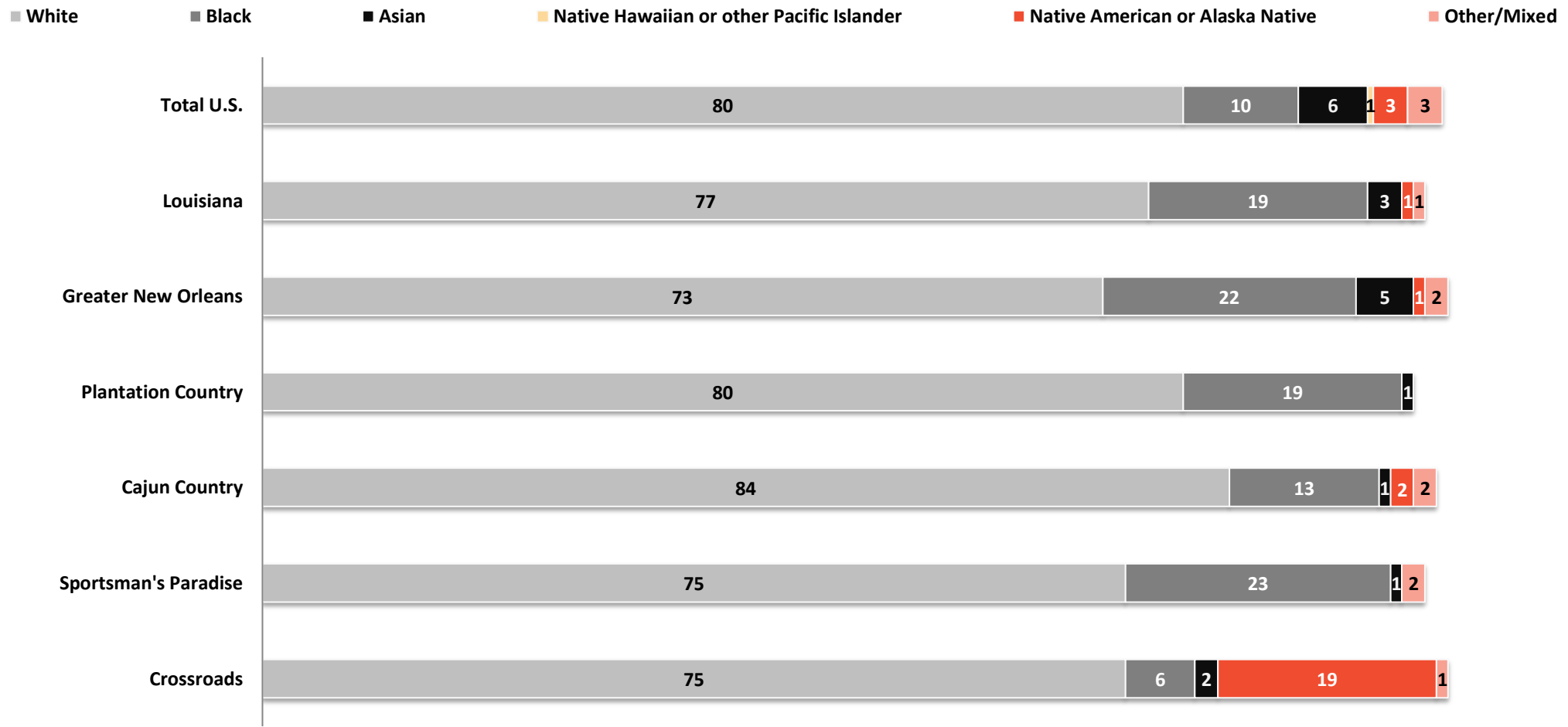


Chart 9 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,636 household count

Hispanic Origin: U.S. and Louisiana

DEMOGRAPHICS

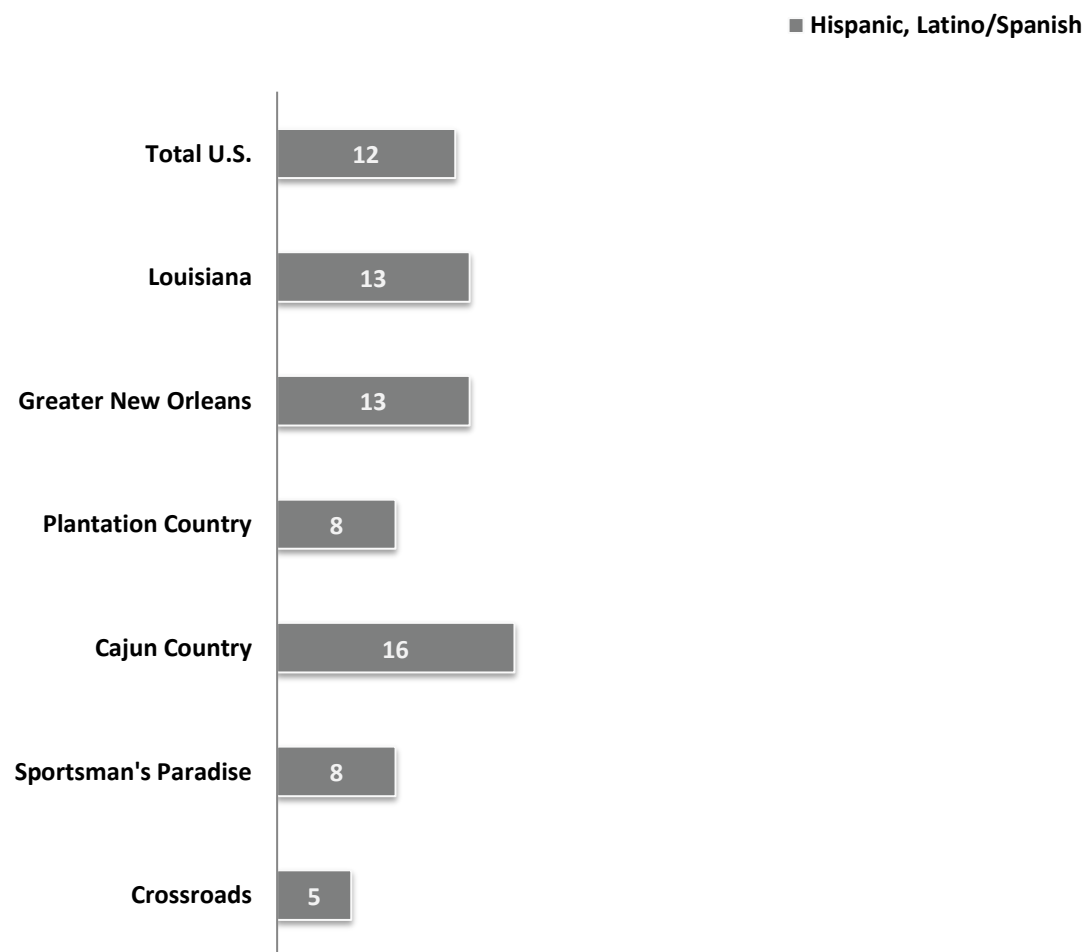


Chart 10 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Sexual Orientation: U.S. and Louisiana

DEMOGRAPHICS

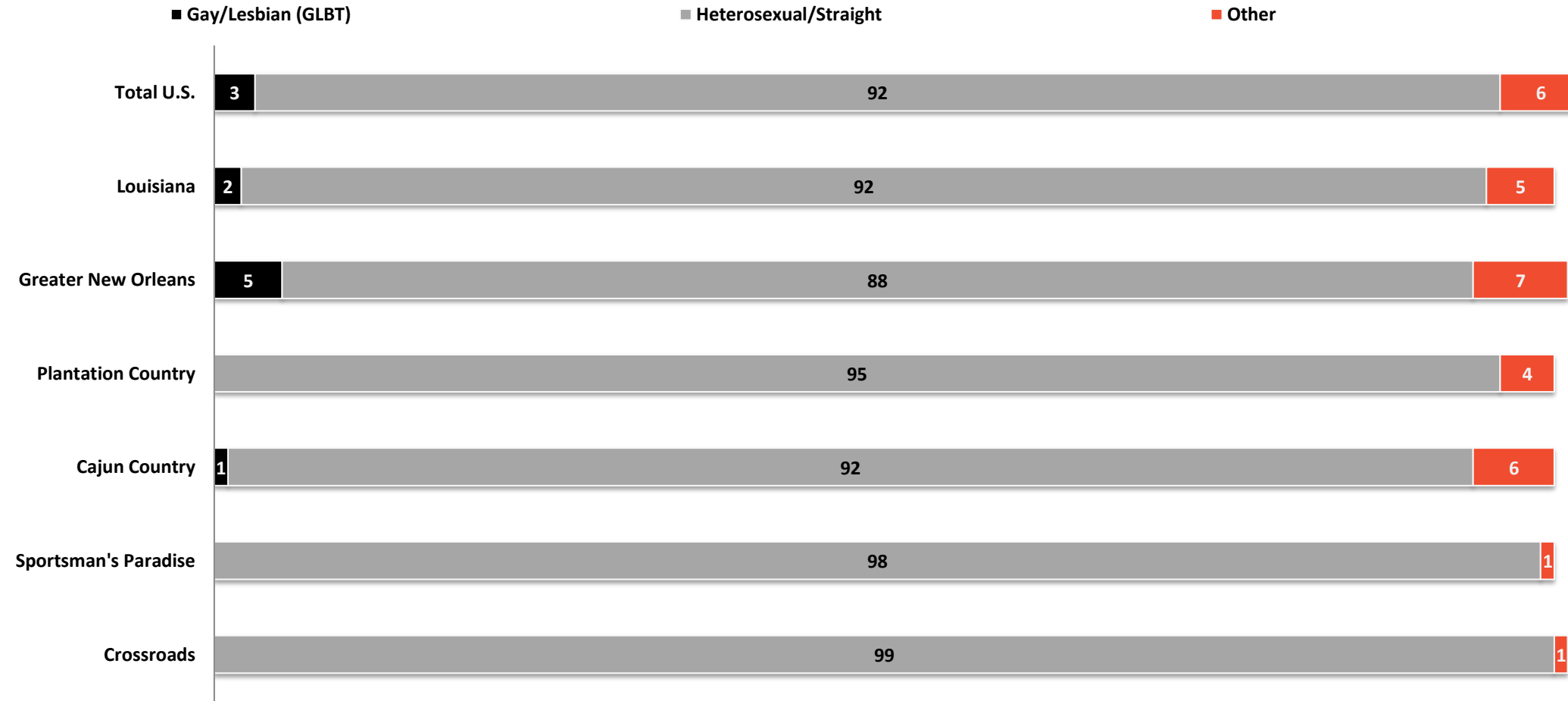


Chart 11 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Distribution of Children in Household: U.S. and Louisiana

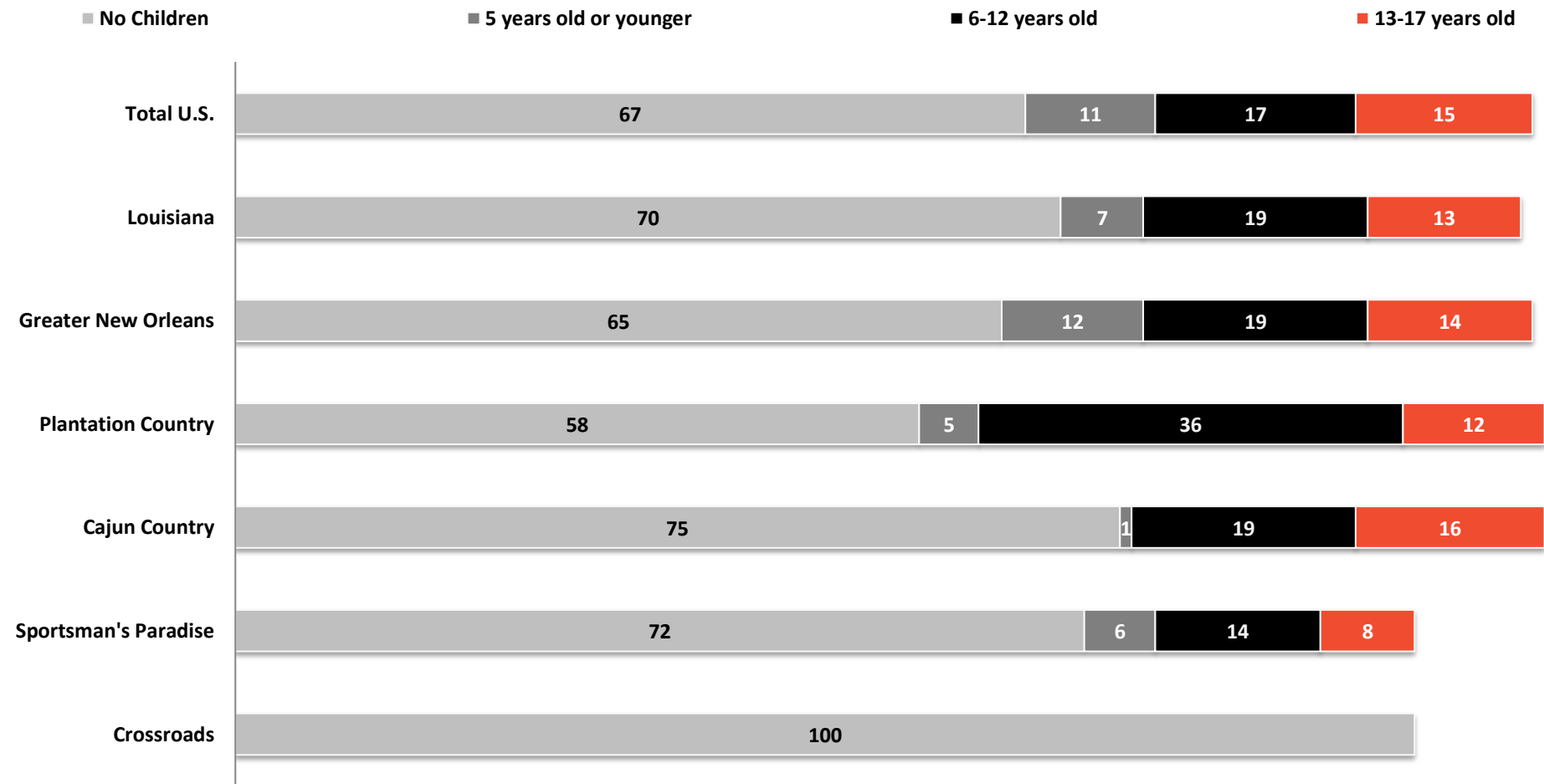


Chart 12 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

GLOSSARY

Sum exceeds 100% due to multiple-children households.

Household Income Distribution: U.S. and Louisiana

DEMOGRAPHICS

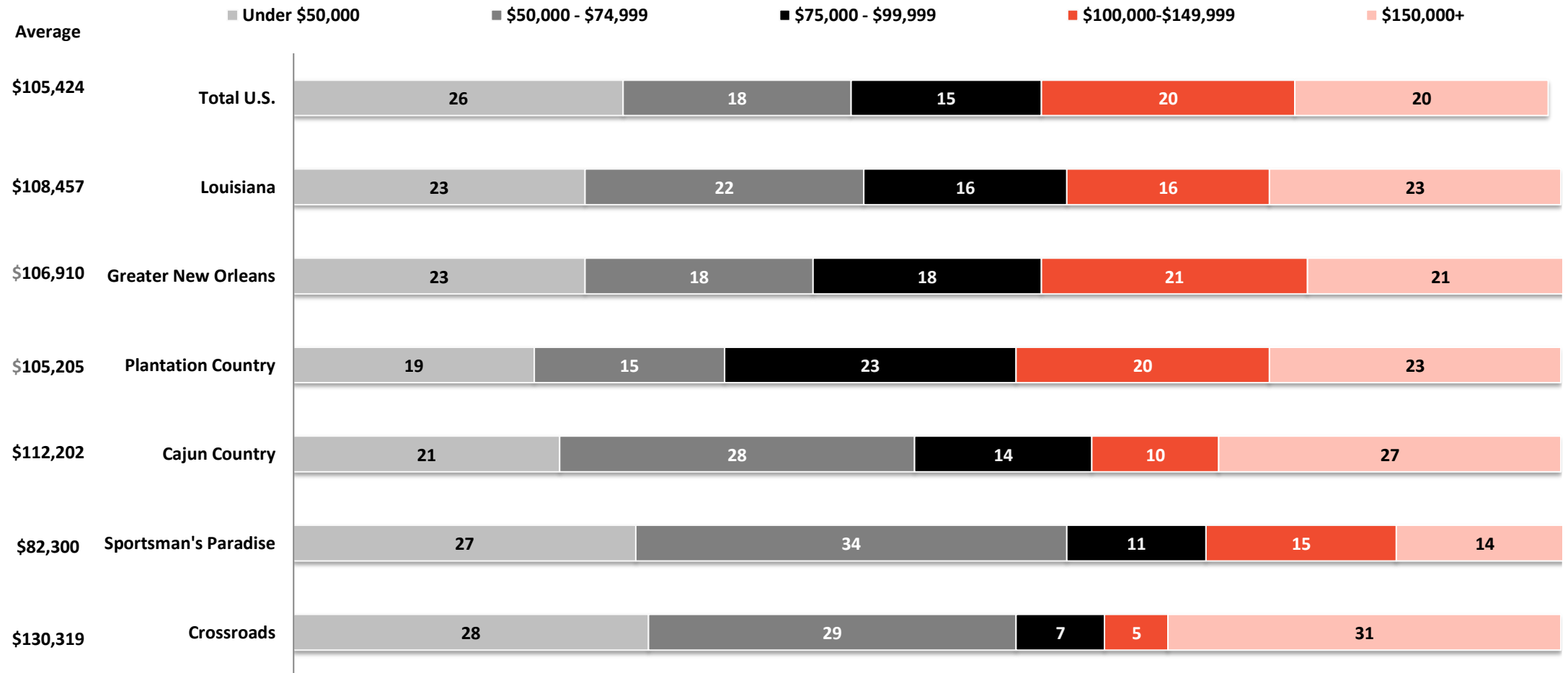


Chart 13 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Lifestage Distribution: U.S. and Louisiana

DEMOGRAPHICS

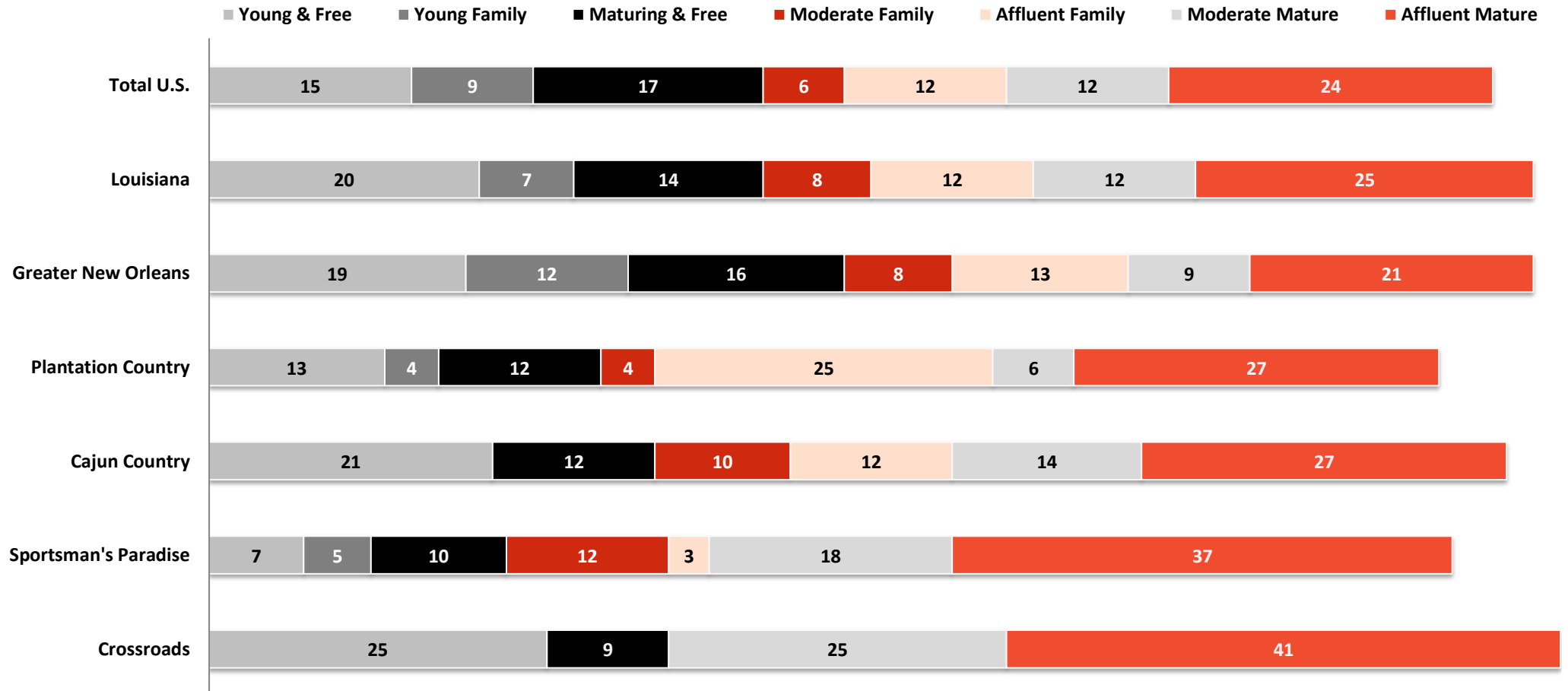


Chart 14 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Lifestage

DEMOGRAPHICS

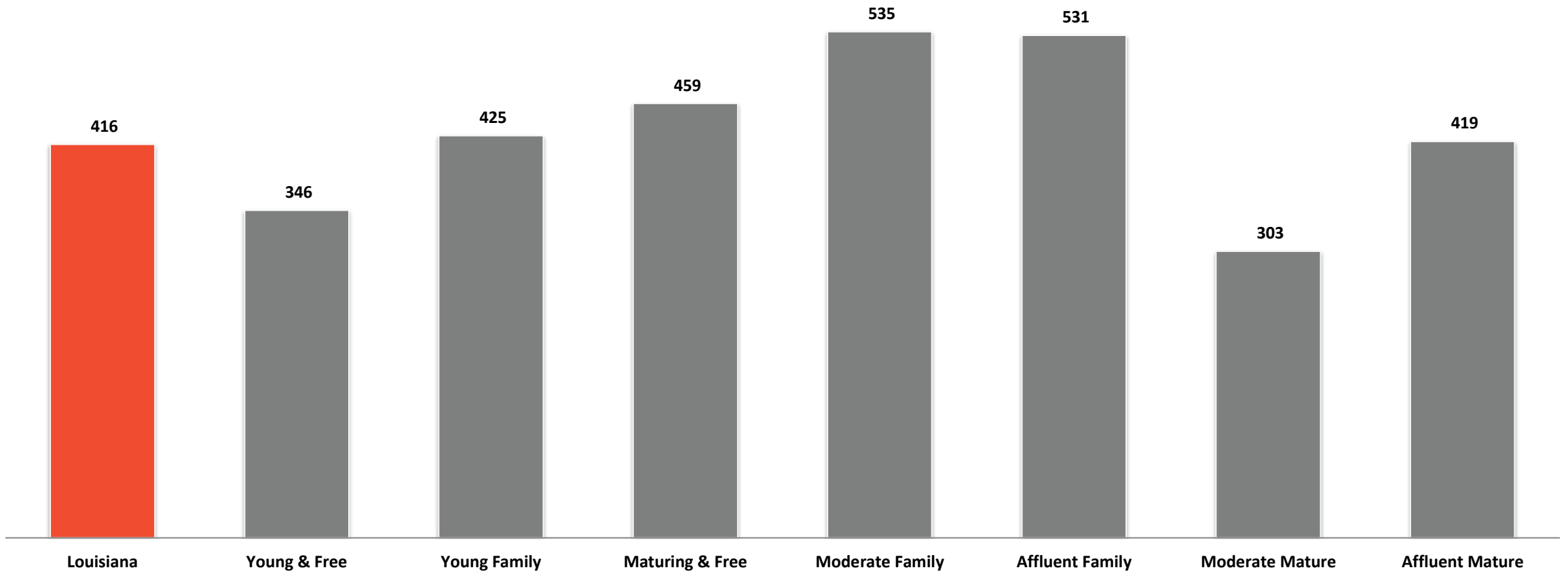


Chart 15 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Lifestage Comparison

DEMOGRAPHICS

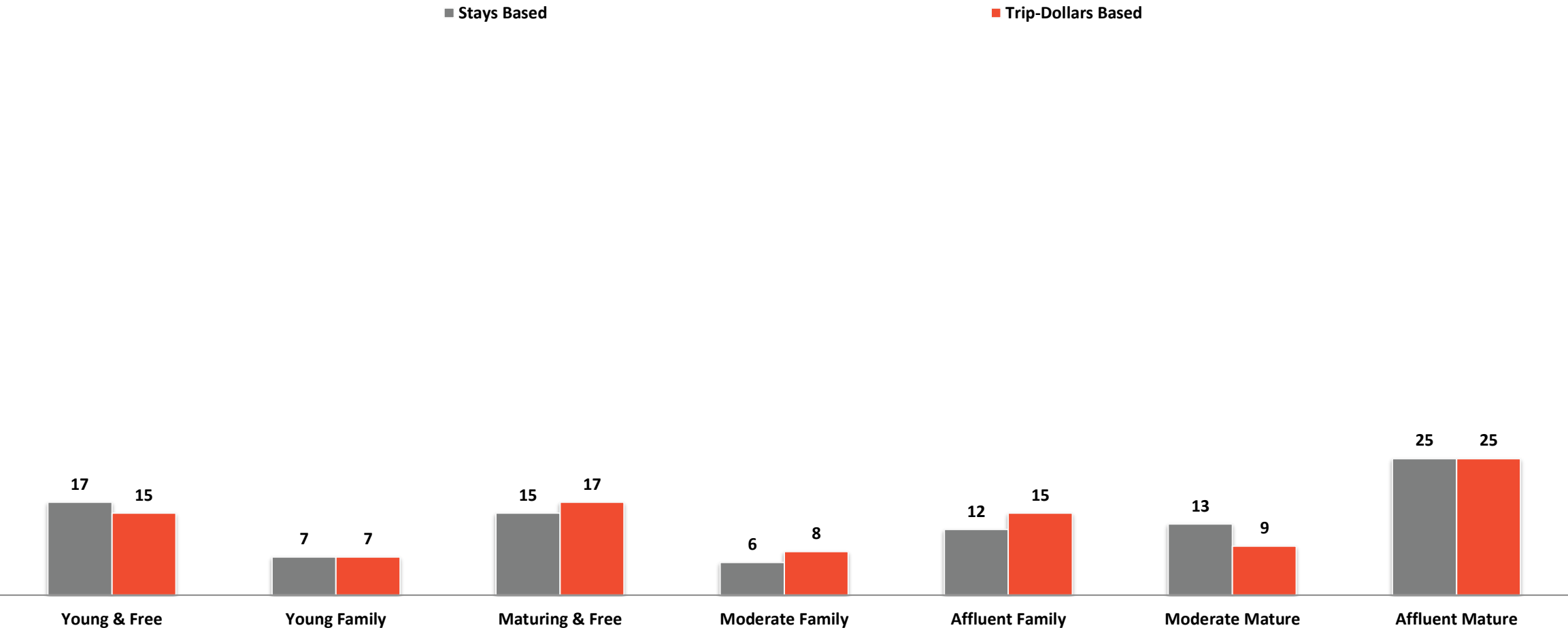


Chart 16 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Traveler Generation Distribution: U.S. and Louisiana

DEMOGRAPHICS

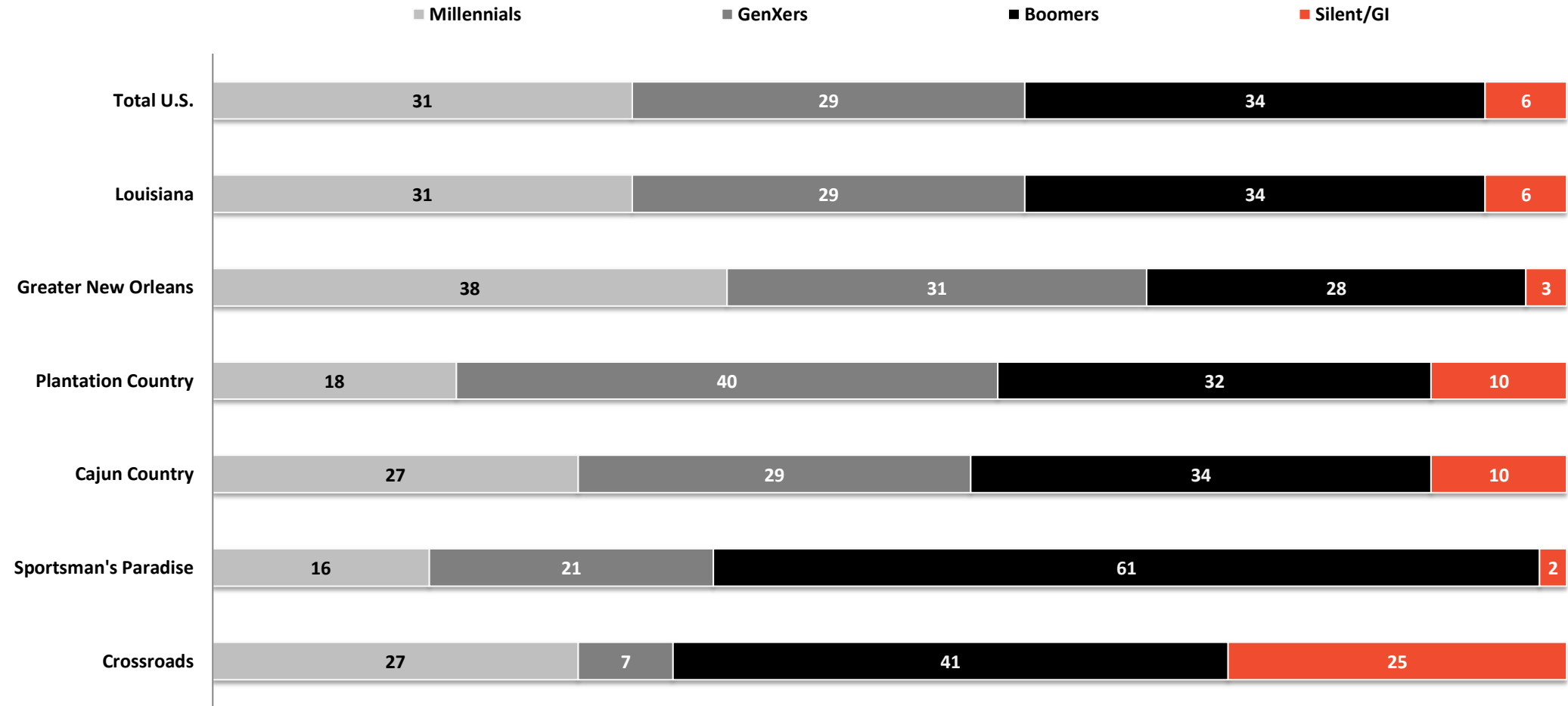


Chart 17 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Generation

DEMOGRAPHICS

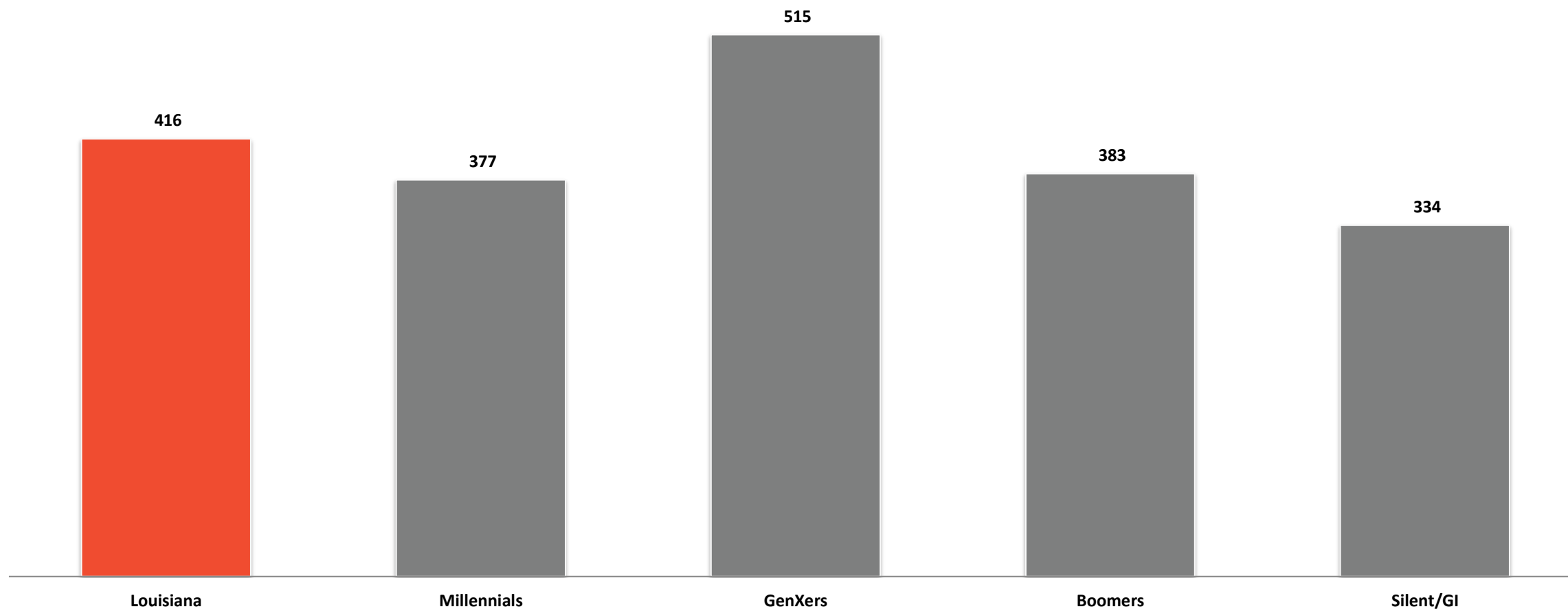


Chart 18 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Traveler Generation Comparison

DEMOGRAPHICS

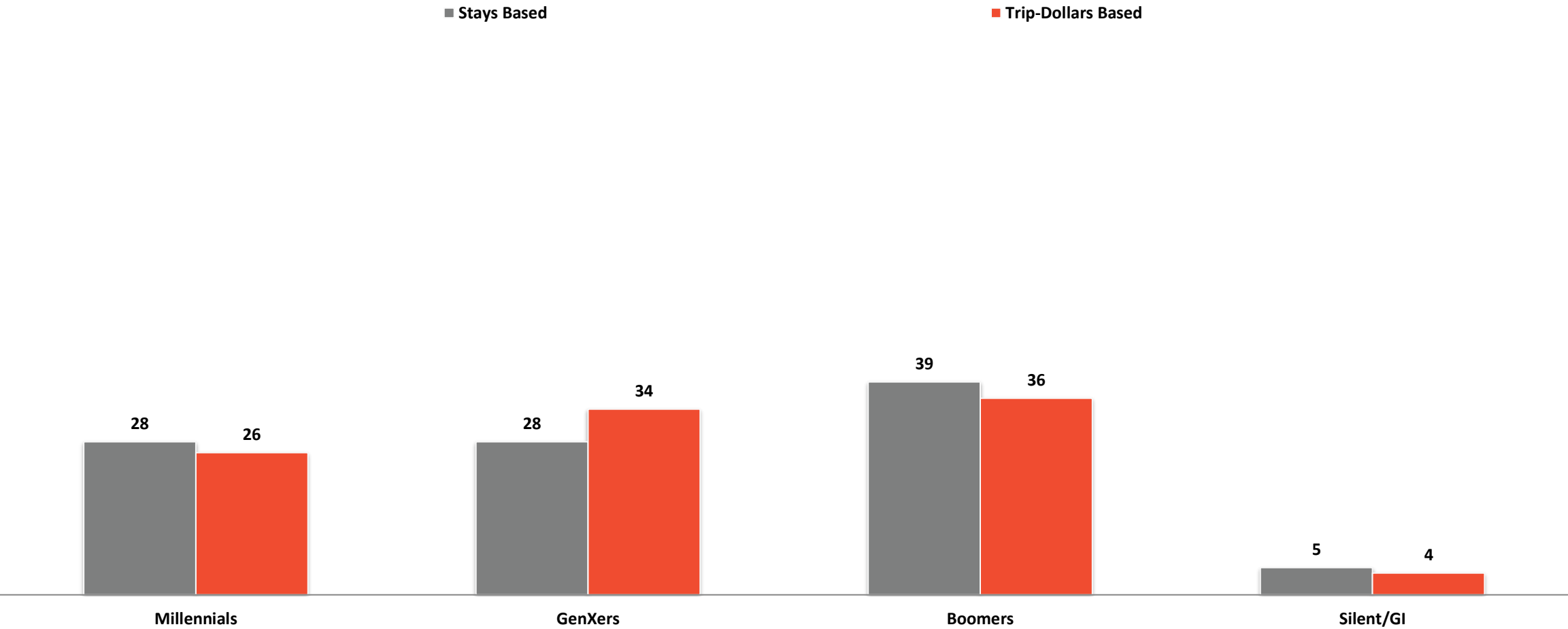


Chart 19 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Origin Divisions for Travel to Louisiana

TRIP ORIGIN

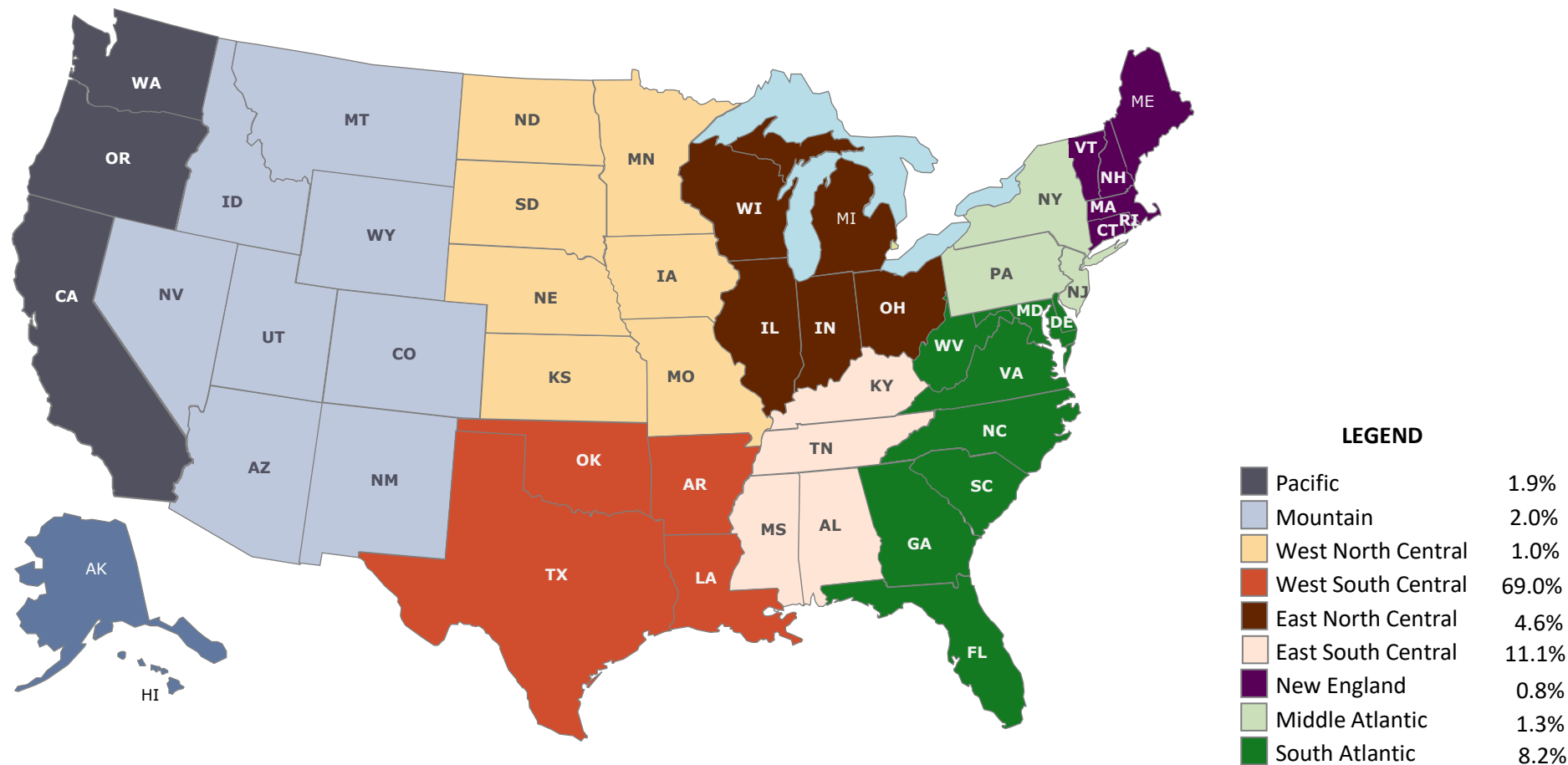


Chart 20 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Top Origin States to Louisiana

TRIP ORIGIN

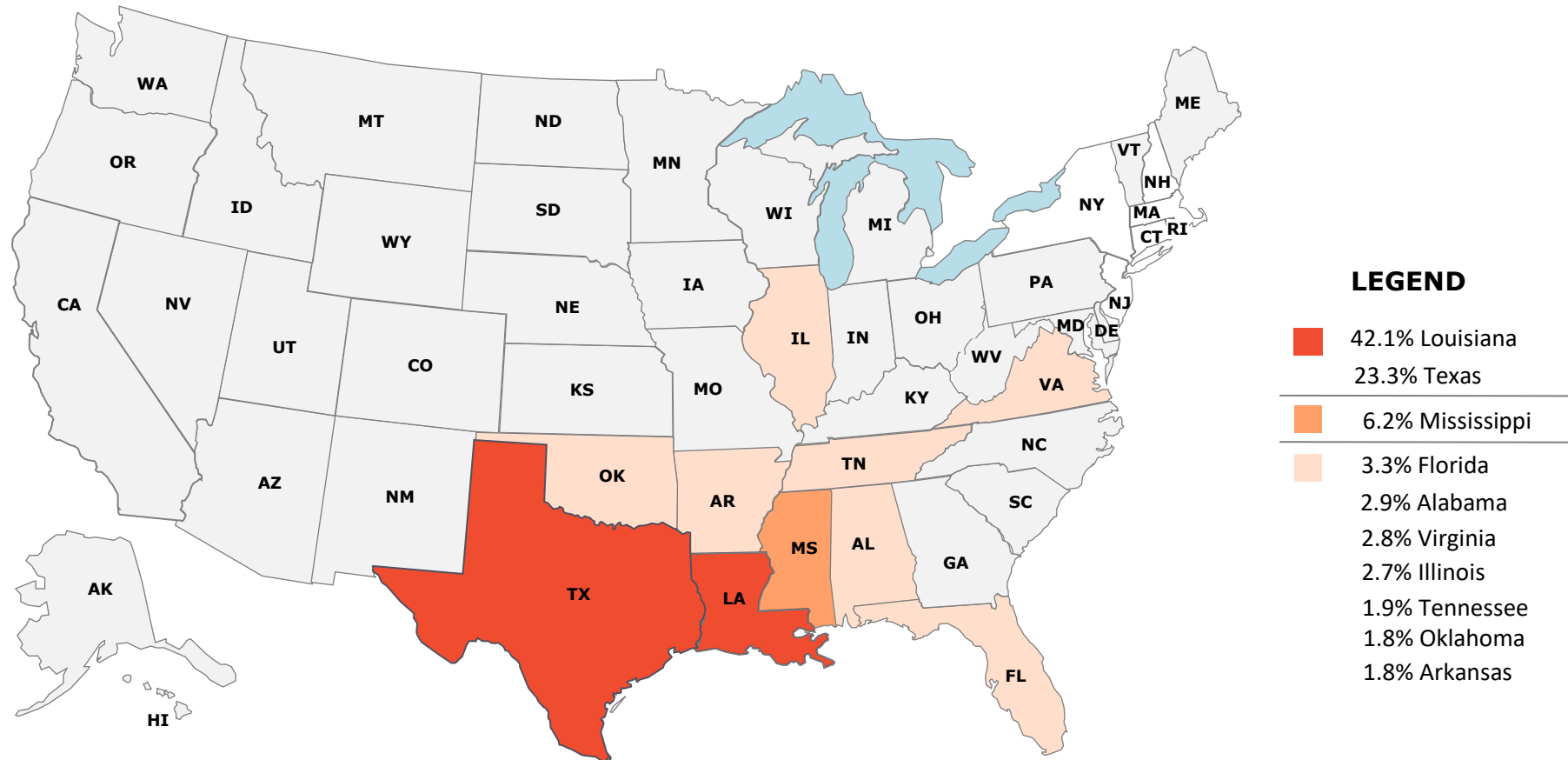


Chart 21 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Top Origin DMAs to Louisiana

TRIP ORIGIN

| | Total U.S. | Louisiana | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|--------------------------|-------------|-------------|---------------------|--------------------|---------------|----------------------|-------------|
| New Orleans, LA | 0.6 | 13.4 | 13.3 | 21.5 | 18.7 | 1.4 | 6.3 |
| Baton Rouge, LA | 0.3 | 11.2 | 13.0 | 22.5 | 9.7 | 1.4 | 9.7 |
| Houston, TX | 1.9 | 10.9 | 4.5 | 14.0 | 23.9 | 2.7 | 5.2 |
| Lafayette, LA | 0.2 | 8.5 | 5.9 | 9.8 | 18.7 | 1.3 | 4.5 |
| Monroe, LA-El Dorado, AR | 0.2 | 6.9 | 0.9 | 8.9 | 7.4 | 23.3 | 19.0 |
| Dallas-Fort Worth, TX | 2.1 | 5.5 | 4.2 | 8.2 | 0.3 | 17.5 | 2.8 |
| Shreveport, LA | 0.3 | 3.5 | 1.4 | 0.8 | 1.0 | 13.7 | 27.1 |
| Jackson, MS | 0.3 | 3.0 | 3.8 | 1.7 | 0.7 | 4.5 | 19.2 |
| Washington, DC | 2.1 | 2.7 | 1.0 | 0.4 | 0.0 | 0.1 | 0.0 |
| Chicago, IL | 3.1 | 2.4 | 5.0 | 0.0 | 0.3 | 0.3 | 0.0 |
| Top 10 Sum | 11.1 | 68.0 | 53.0 | 87.8 | 80.7 | 66.2 | 93.8 |

Chart 22 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Top Origin DMAs to Louisiana (2 Years Combined)

TRIP ORIGIN

| | Total U.S. | Louisiana | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|--------------------------|------------|-------------|---------------------|--------------------|---------------|----------------------|-------------|
| New Orleans, LA | 0.6 | 13.2 | 15.8 | 20.4 | 16.9 | 1.5 | 2.8 |
| Baton Rouge, LA | 0.3 | 11.3 | 11.3 | 26.7 | 10.4 | 2.0 | 15.4 |
| Houston, TX | 1.8 | 9.8 | 5.5 | 11.6 | 22.9 | 4.2 | 6.1 |
| Lafayette, LA | 0.2 | 6.9 | 4.5 | 7.0 | 19.2 | 0.7 | 3.6 |
| Shreveport, LA | 0.3 | 5.9 | 0.9 | 1.5 | 1.3 | 25.7 | 10.7 |
| Monroe, LA-El Dorado, AR | 0.2 | 5.4 | 0.7 | 6.6 | 5.3 | 16.9 | 8.6 |
| Dallas-Fort Worth, TX | 2.2 | 5.1 | 4.3 | 5.5 | 0.4 | 13.4 | 1.1 |
| Alexandria, LA | 0.1 | 3.4 | 3.5 | 1.2 | 1.1 | 1.6 | 31.5 |
| Jackson, MS | 0.3 | 2.3 | 3.0 | 2.0 | 0.6 | 2.4 | 6.5 |
| Mobile, AL-Pensacola, FL | 0.4 | 1.9 | 4.3 | 0.3 | 0.2 | 0.0 | 0.1 |
| Top 10 Sum | 6.4 | 65.2 | 53.8 | 82.8 | 78.3 | 68.4 | 86.4 |

Chart 23 • Segment: 2019-2018 Person-Stays (%) • Louisiana N = 3,117 household count

Louisiana Avg. Party per Stay Spending by Origin DMA

TRIP ORIGIN

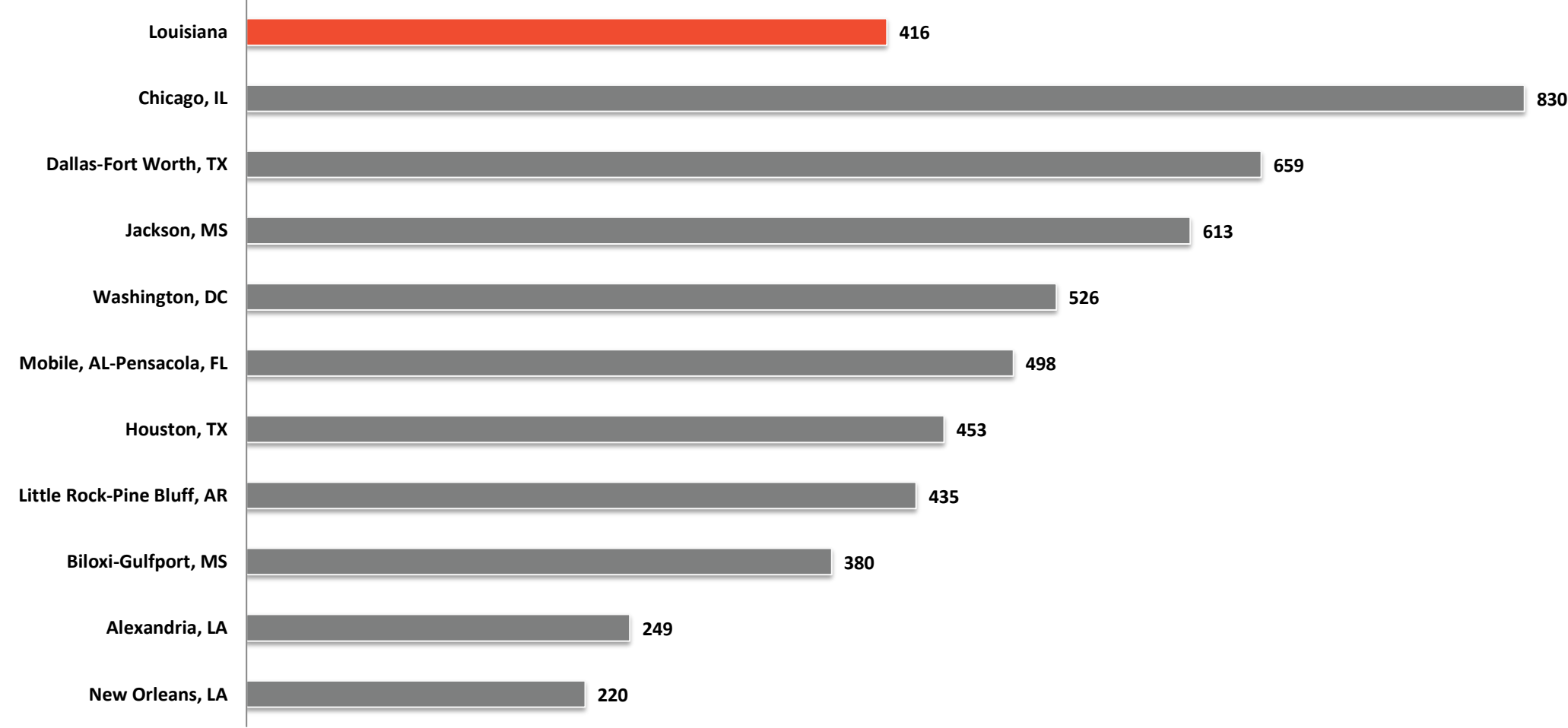


Chart 24 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Origin DMA Comparison

TRIP ORIGIN

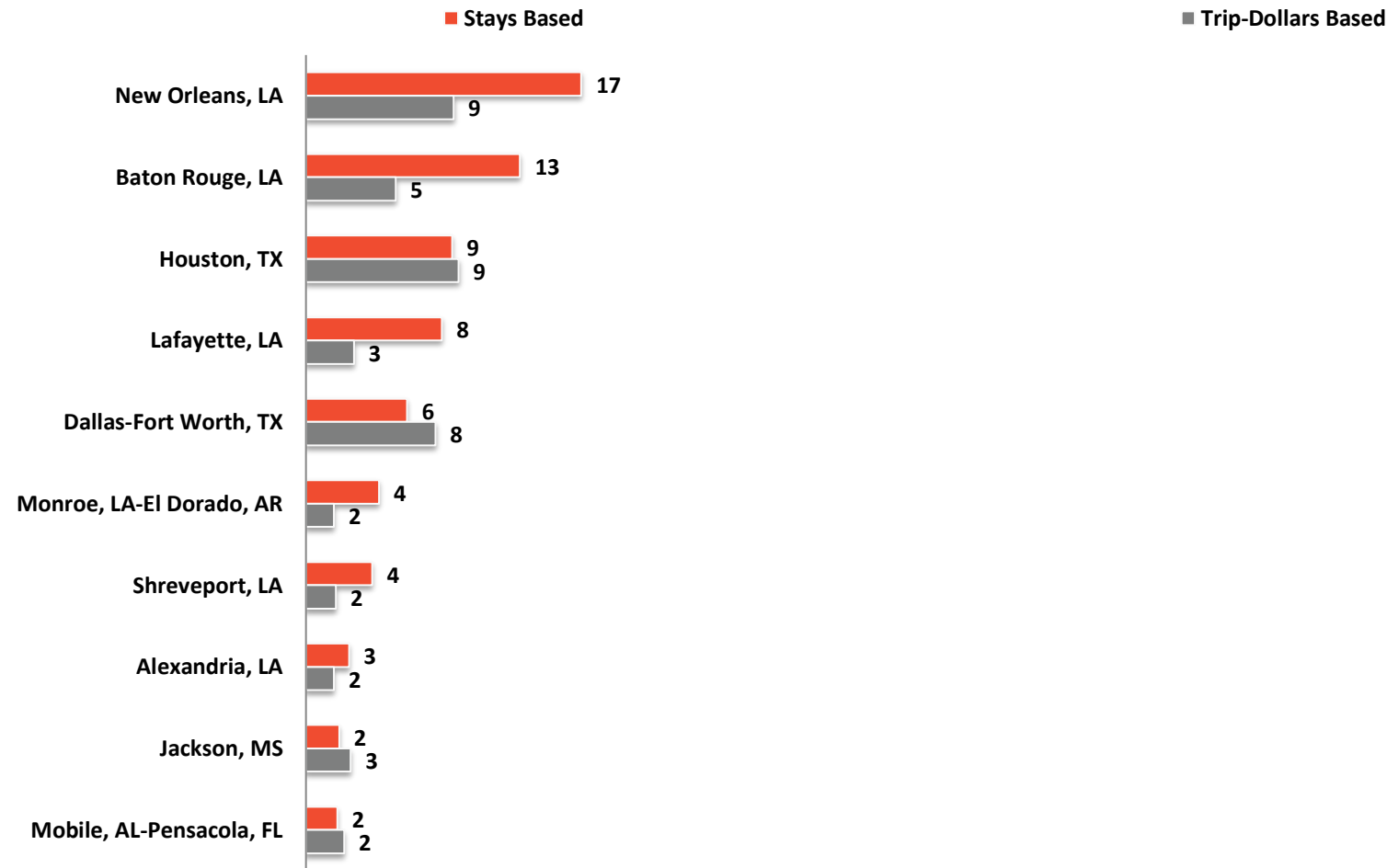


Chart 25 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Main Mode of Transportation: U.S. and Louisiana

TRANSPORTATION

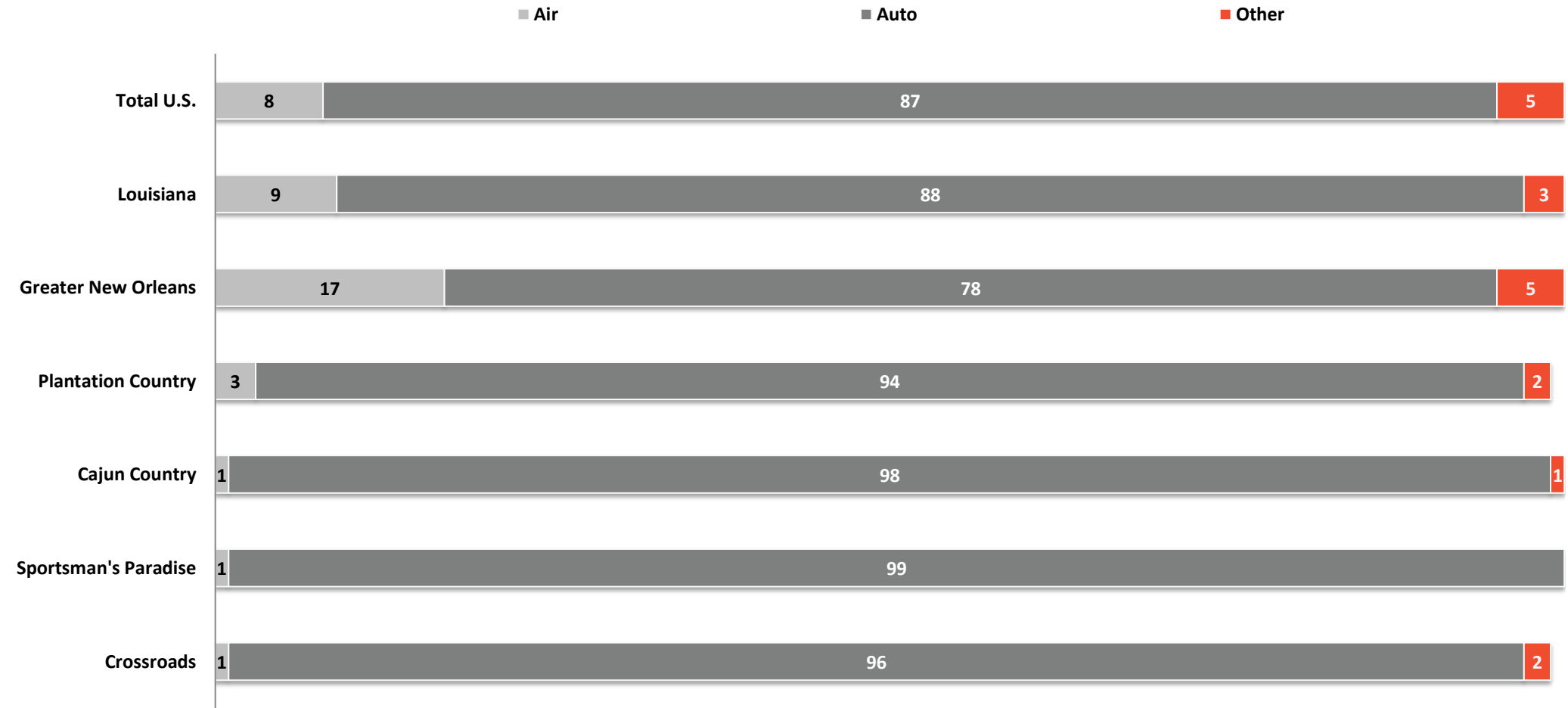


Chart 26 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Travel Distance by Auto: U.S. and Louisiana

TRANSPORTATION

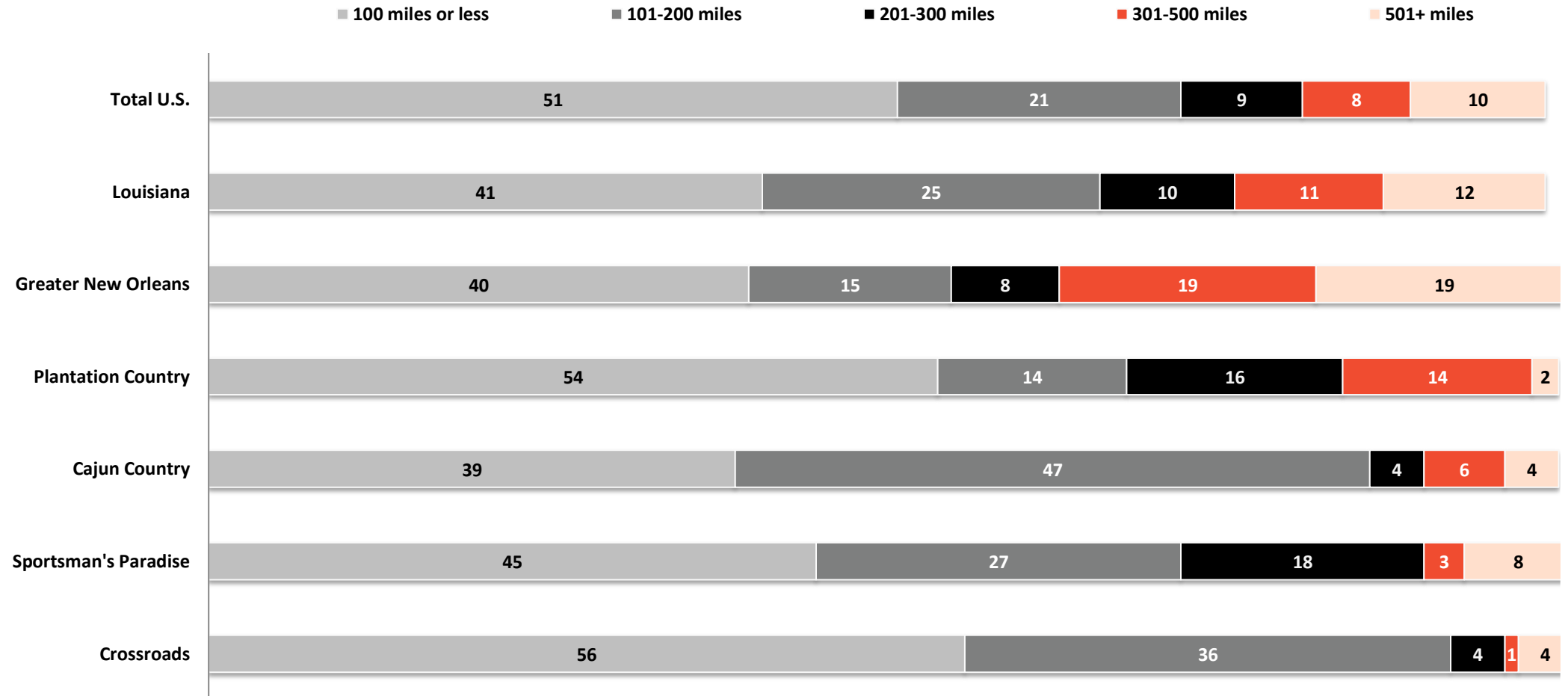


Chart 27 • Segment: 2019 One-way Person-Stays (%) • Louisiana N = 1,554 household count

Travel Distance by Air: U.S. and Louisiana

TRANSPORTATION

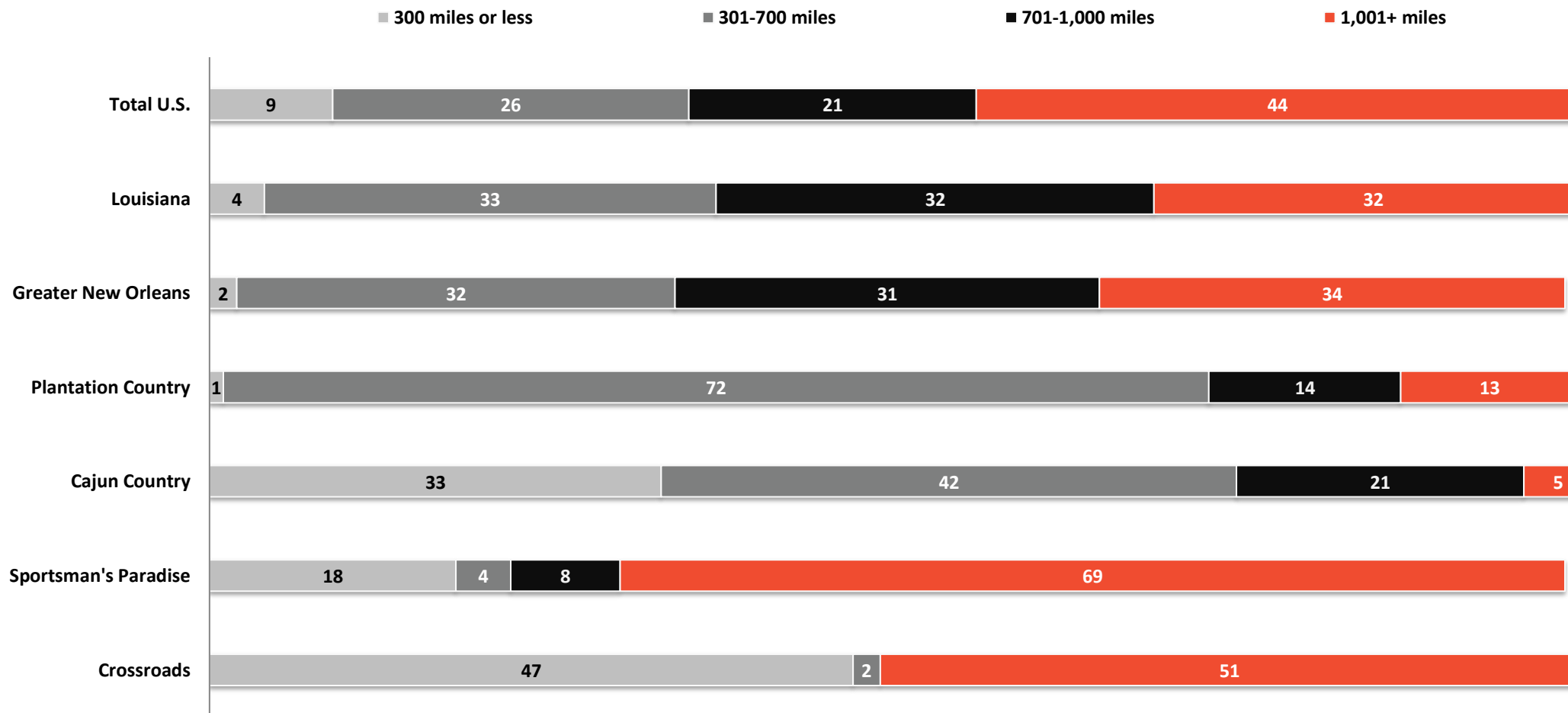


Chart 28 • Segment: 2019 One-way Person-Stays (%) • Louisiana N = 1,554 household count

Planning Time Frame: U.S. and Louisiana

TRIP TIMING

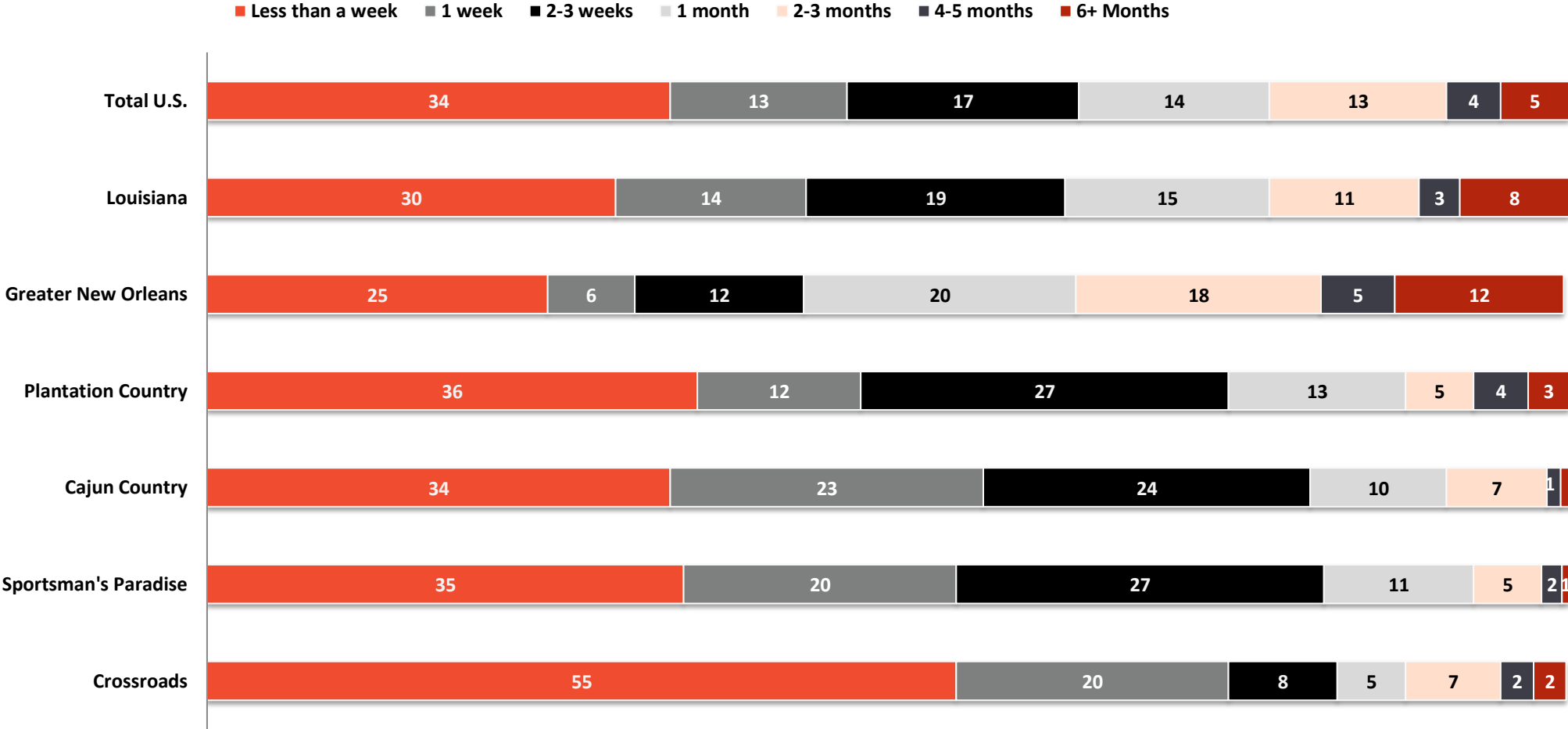


Chart 29 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Month Trip Started

TRIP TIMING

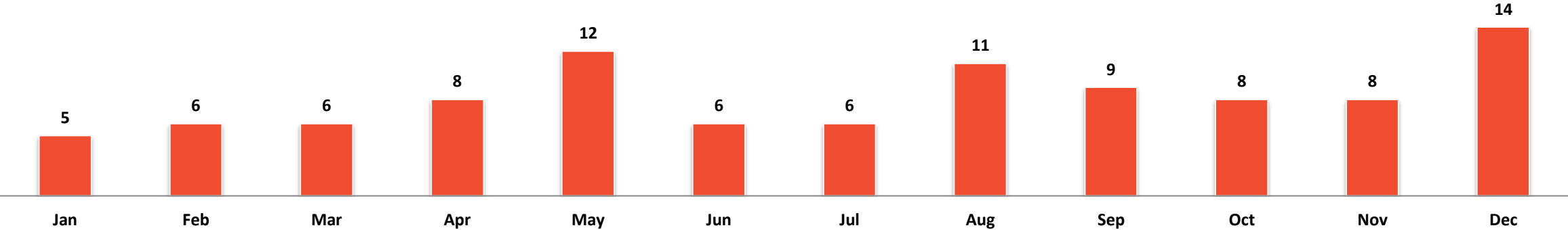


Chart 30 • Segment: 2019 Person-Stays (%) • Louisiana N = 1,554 household count

Trip Timing by Quarter: U.S. and Louisiana

TRIP TIMING

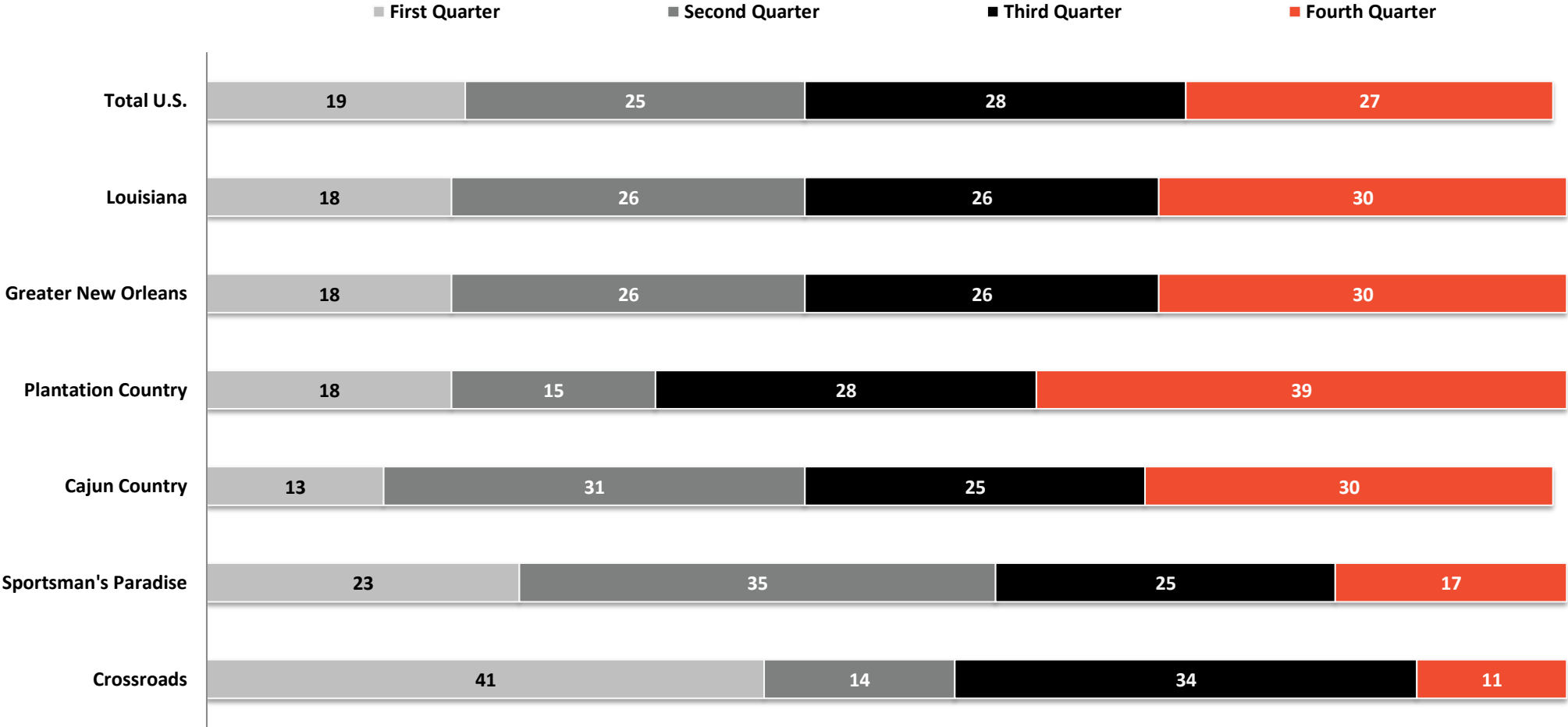


Chart 31 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Quarter

TRIP TIMING

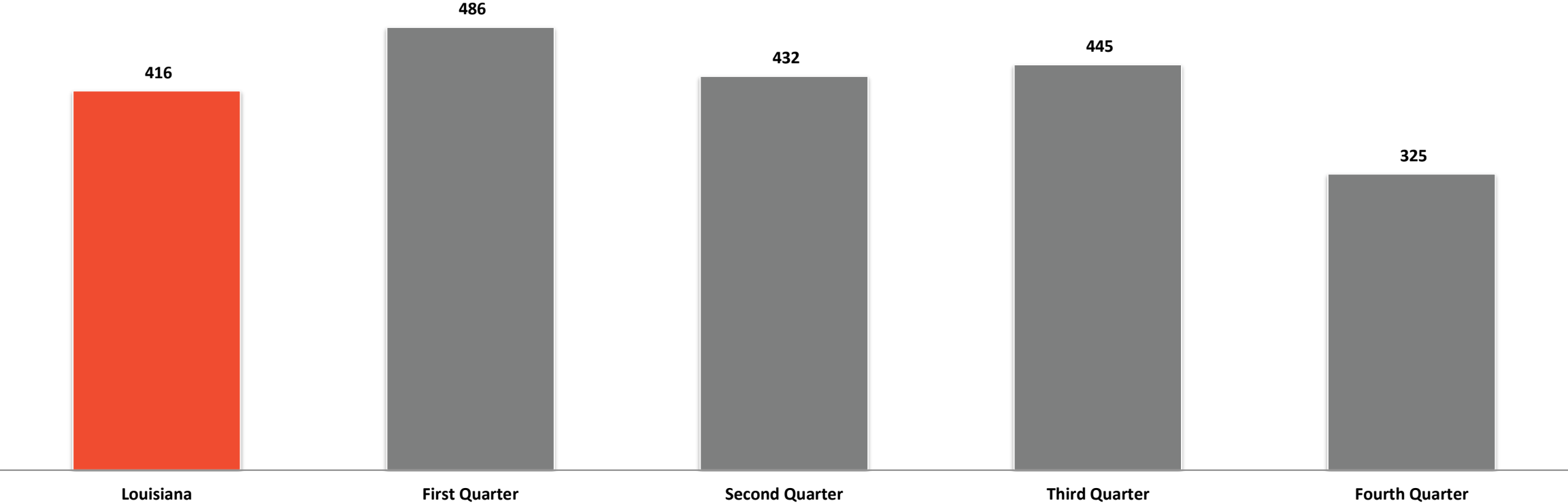


Chart 32 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Trip Timing Comparison by Quarter

TRIP TIMING

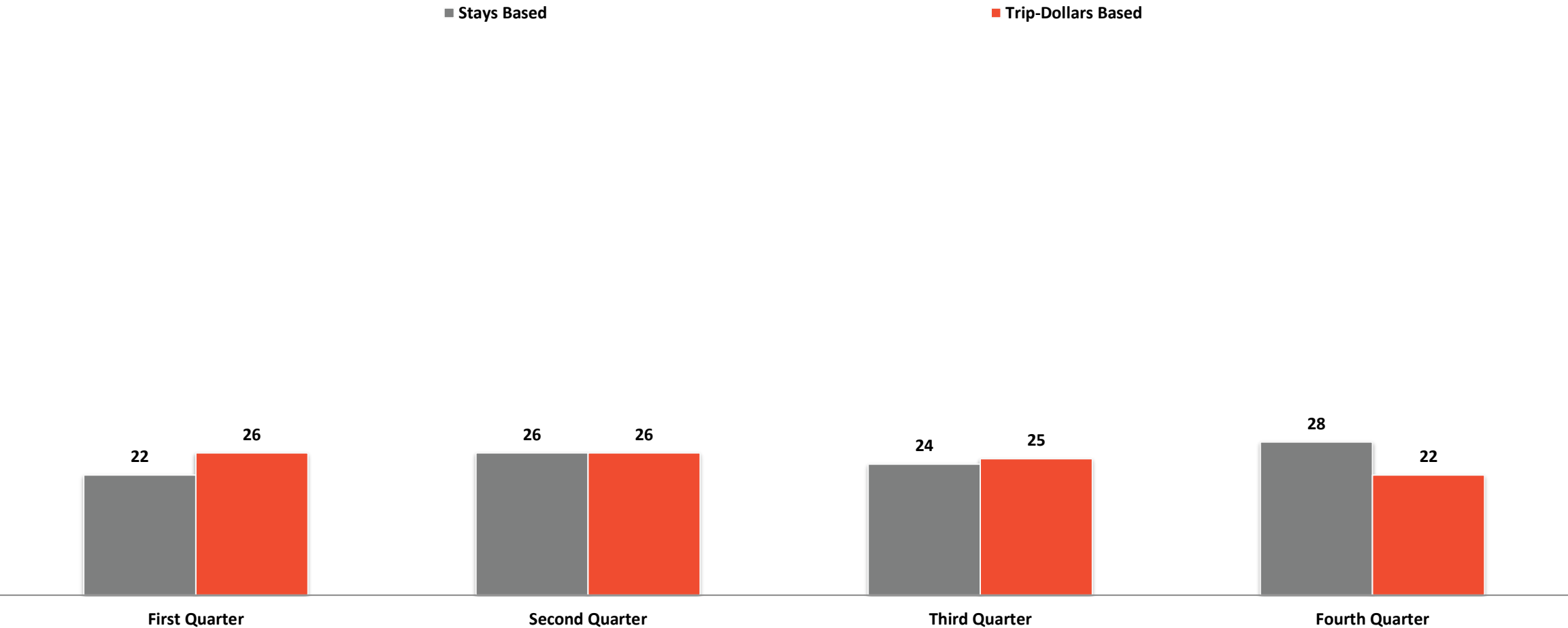


Chart 33 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Trip Timing by Season: U.S. and Louisiana

TRIP TIMING

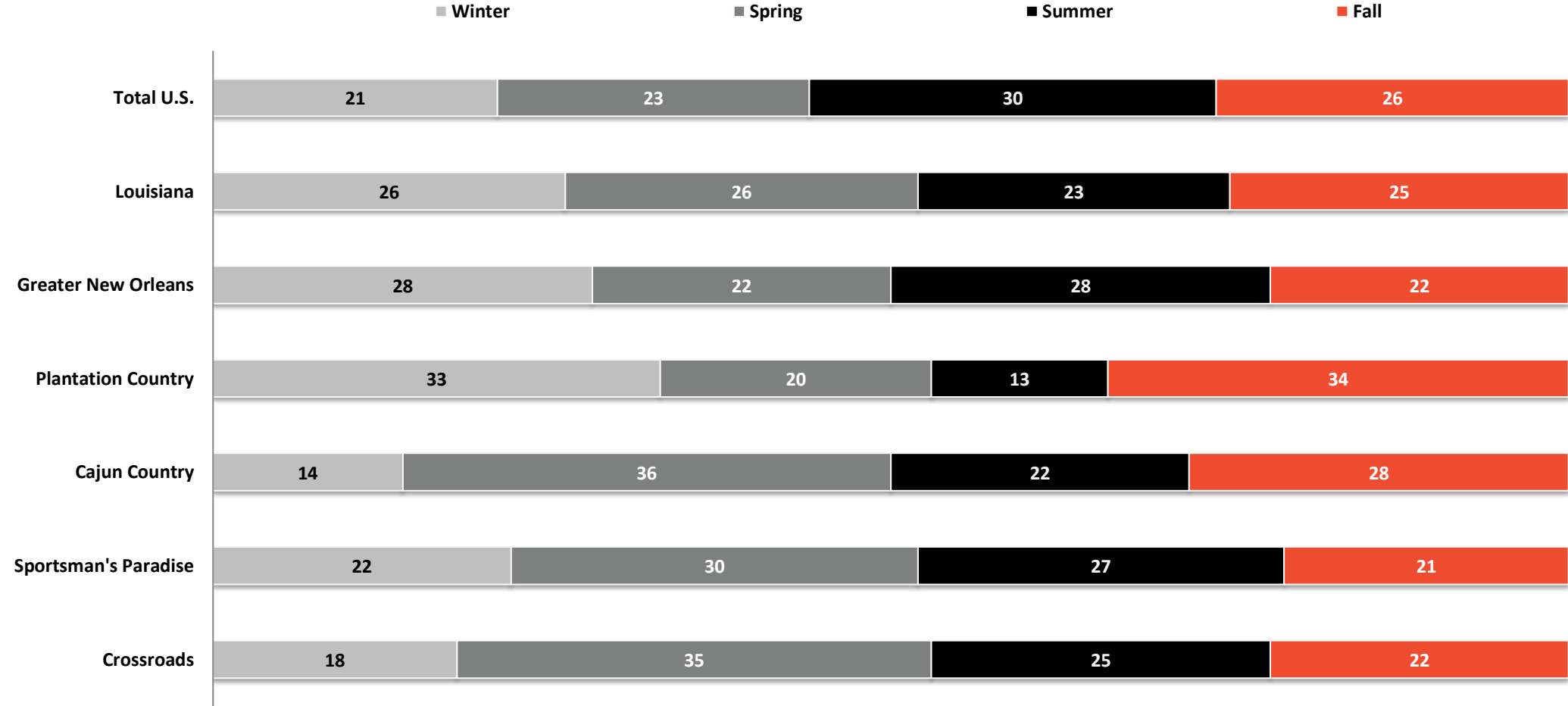


Chart 34 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Season

TRIP TIMING

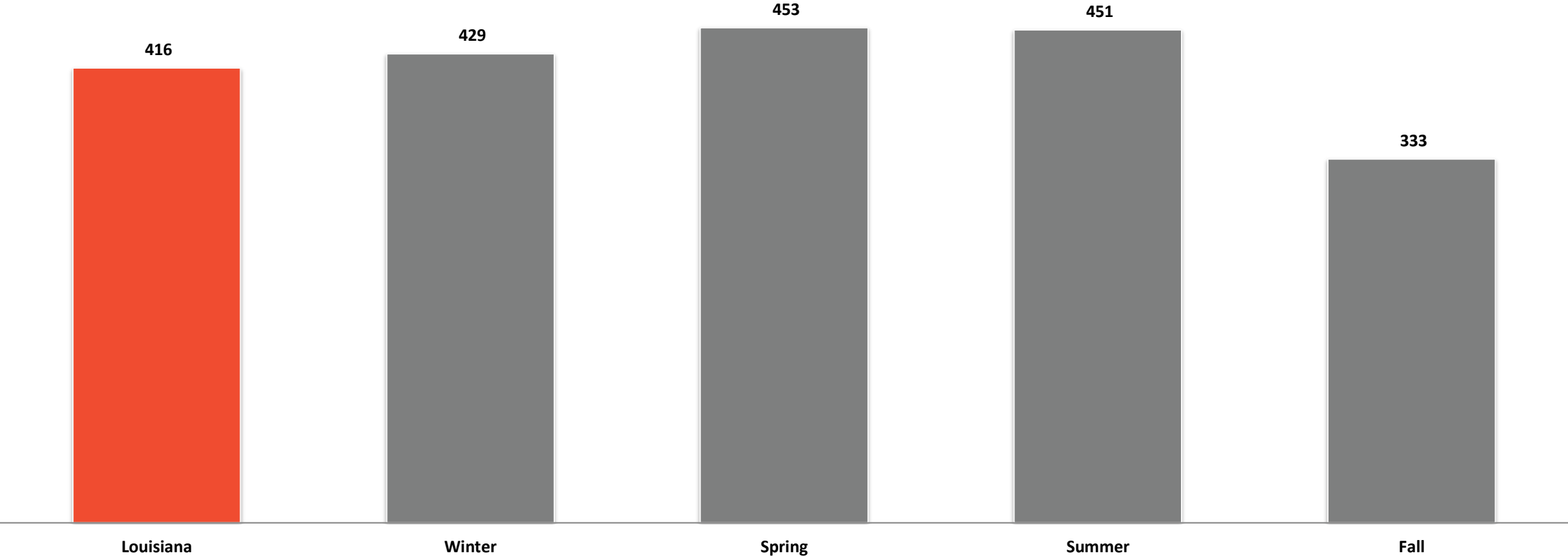


Chart 35 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Trip Timing Comparison by Season

TRIP TIMING

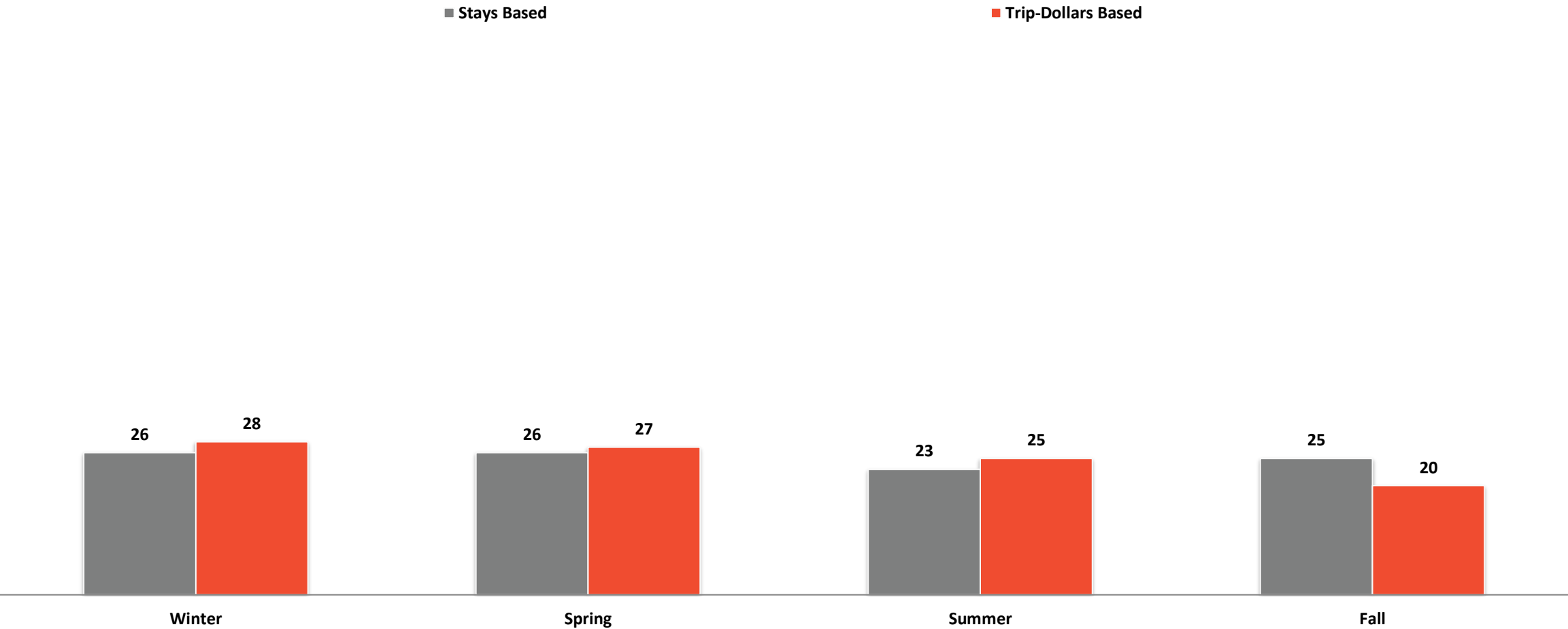


Chart 36 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Purpose of Stay Distribution: U.S. and Louisiana

Trip Characteristics

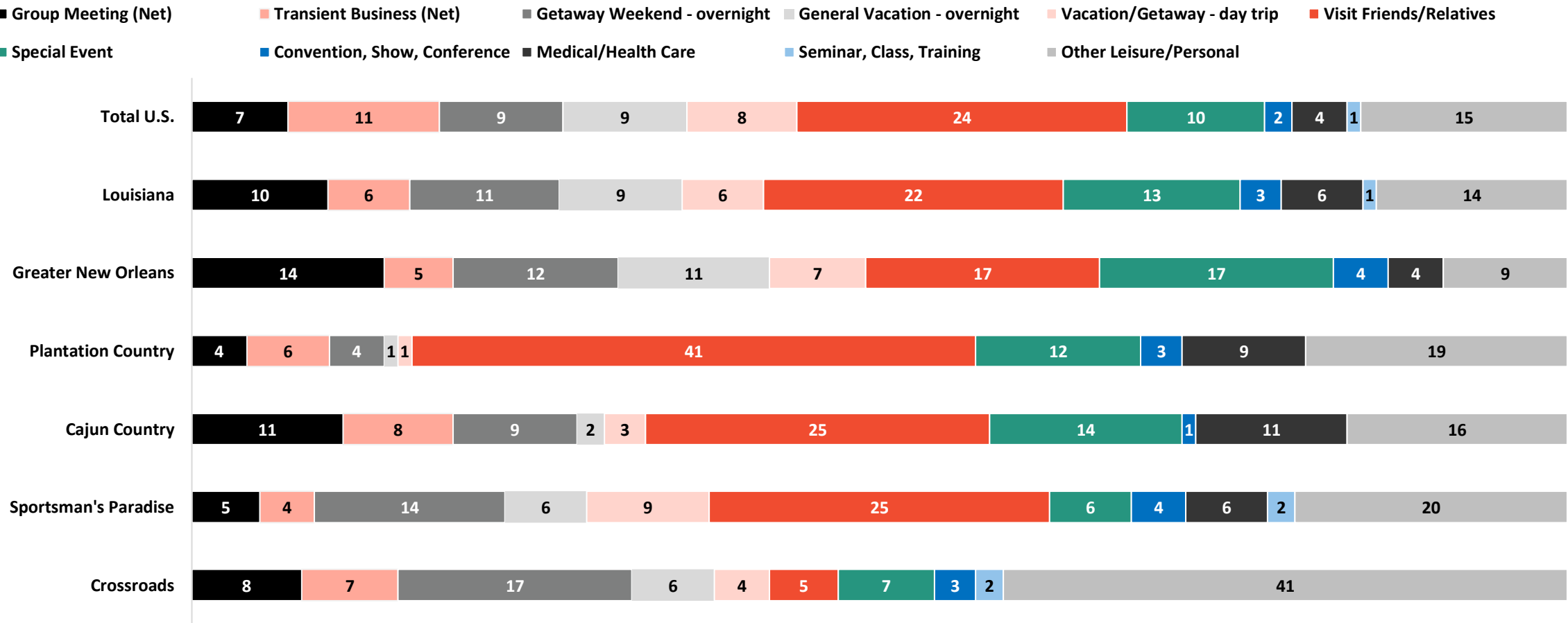


Chart 37 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Purpose of Stay

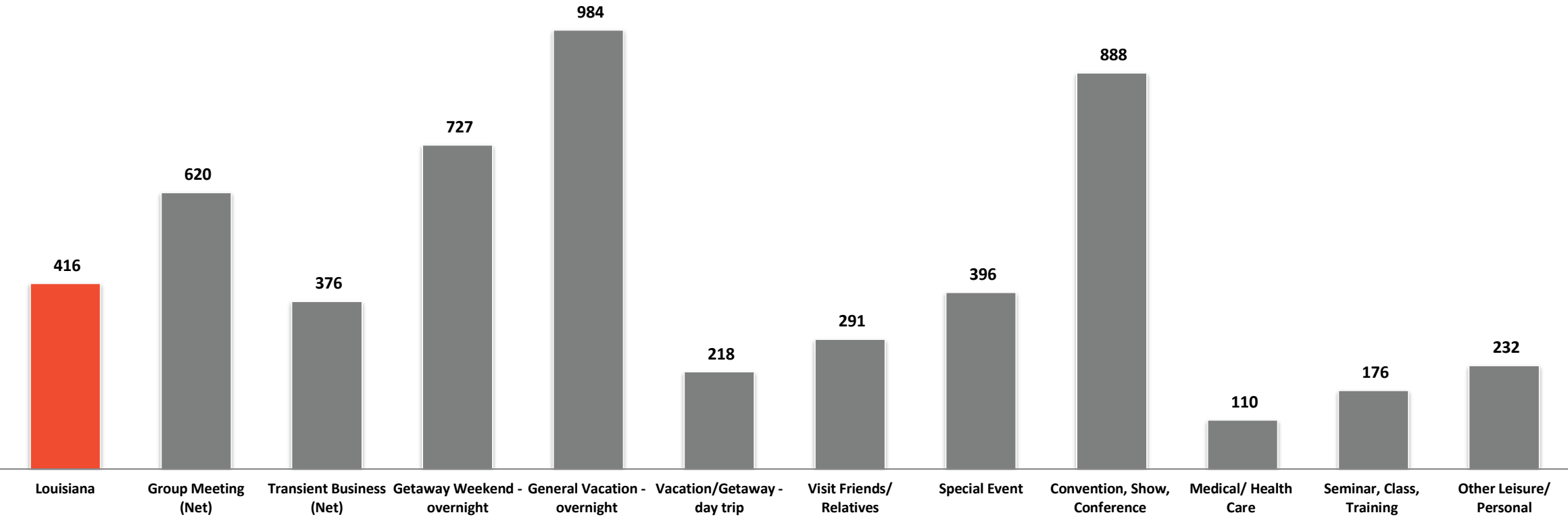


Chart 38 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Purpose of Stay Comparison

TRIP CHARACTERISTICS

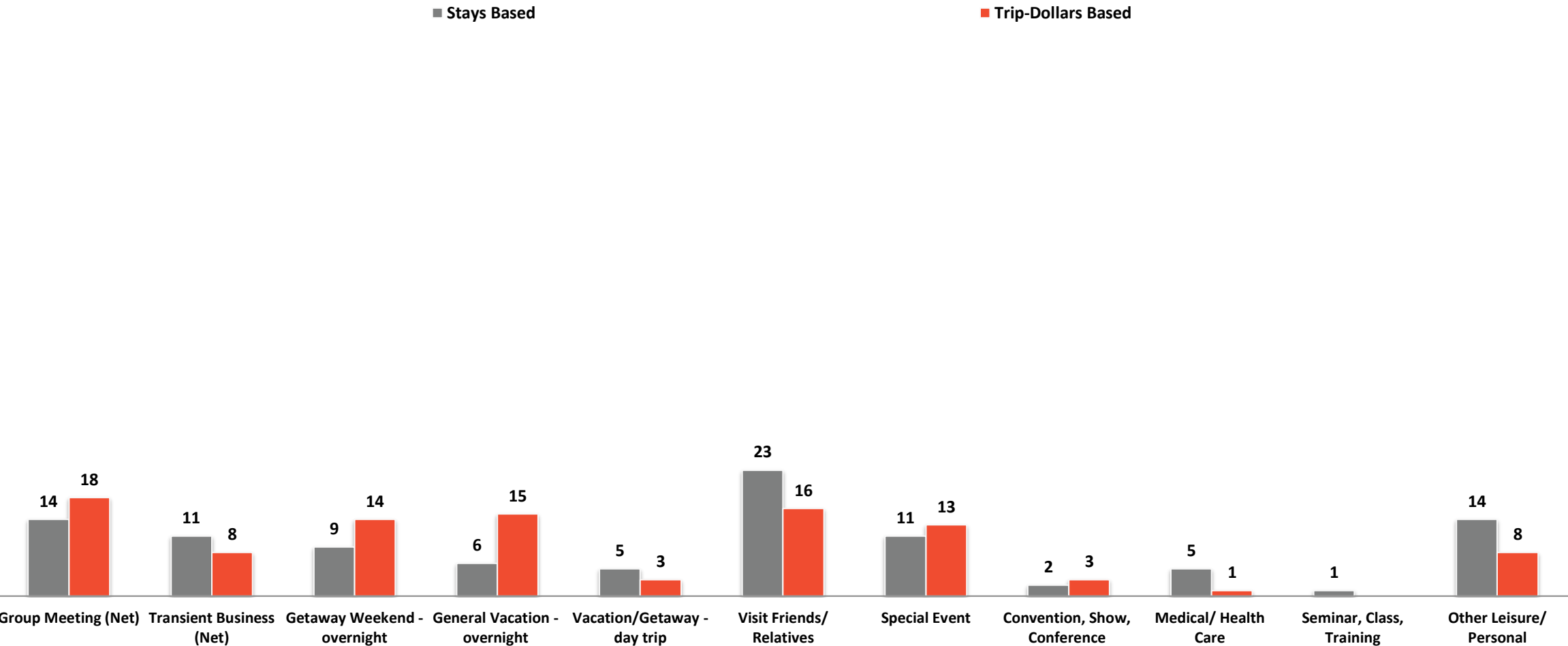


Chart 39 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Travel Party Composition: U.S. and Louisiana

TRIP CHARACTERISTICS

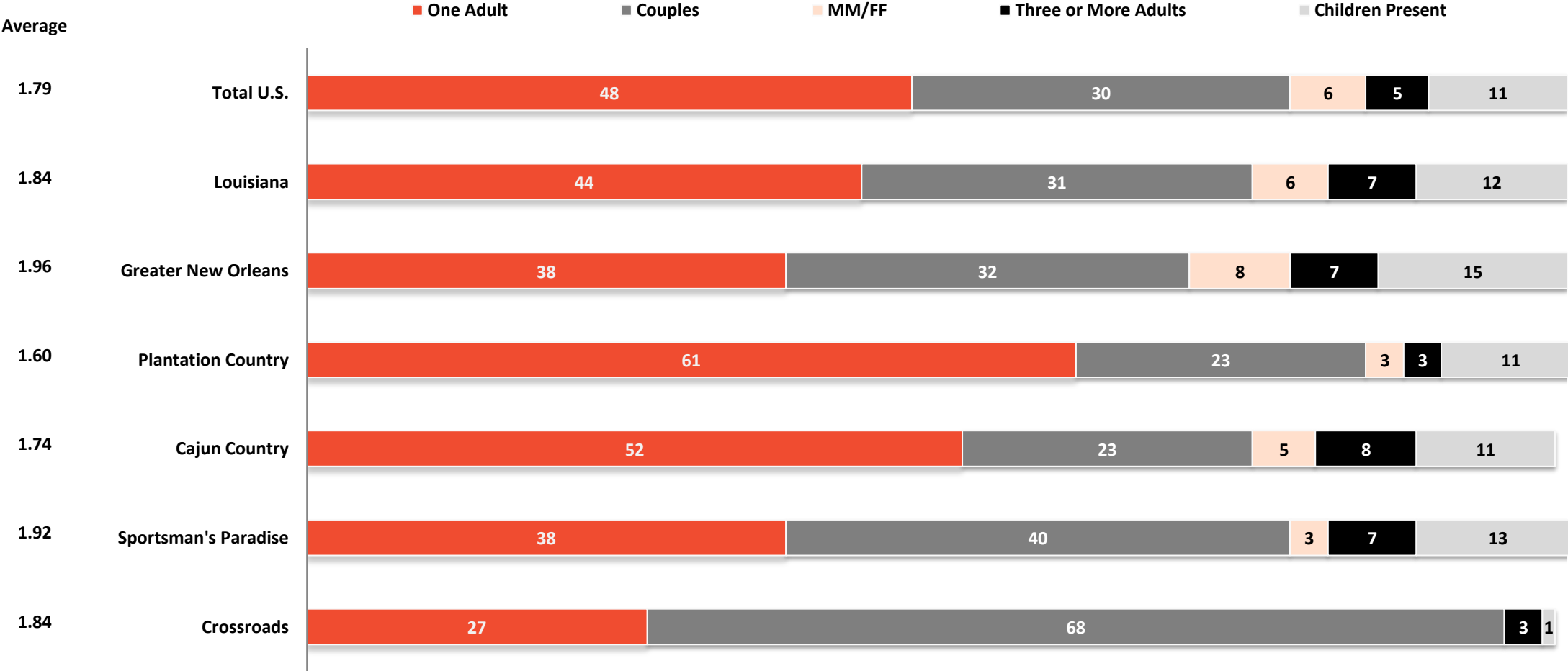


Chart 40 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

GLOSSARY

Children Present
Is defined as one or more adults accompanied by one or more persons under age 18. The child necessarily has to live in the household.

MM/FF
Include either two females or two males from different households traveling together.

Average Travel Party Size Overview: U.S. and Louisiana

TRIP CHARACTERISTICS

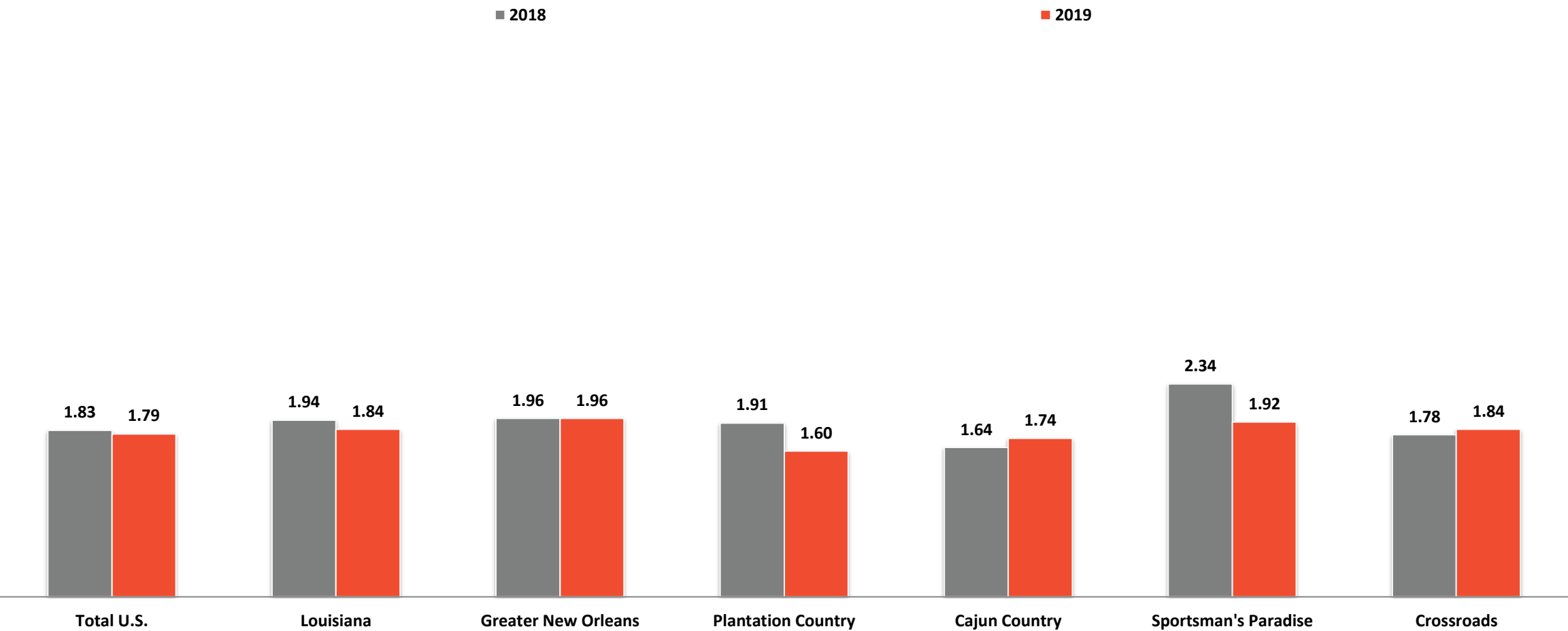


Chart 41 • Segment: 2018-2019 Stays • Louisiana N = 3,117 household count

Louisiana Avg. Party per Stay Spending by Travel Party Composition

TRIP CHARACTERISTICS

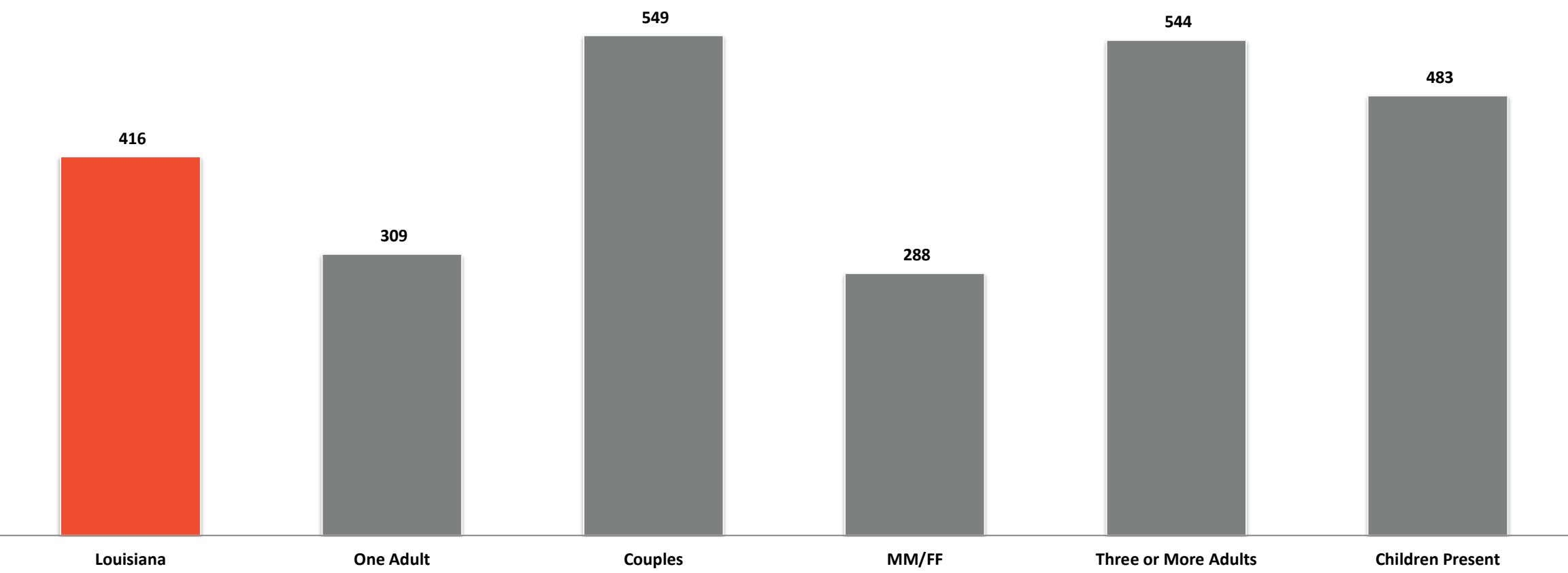


Chart 42 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Travel Party Comparison

TRIP CHARACTERISTICS

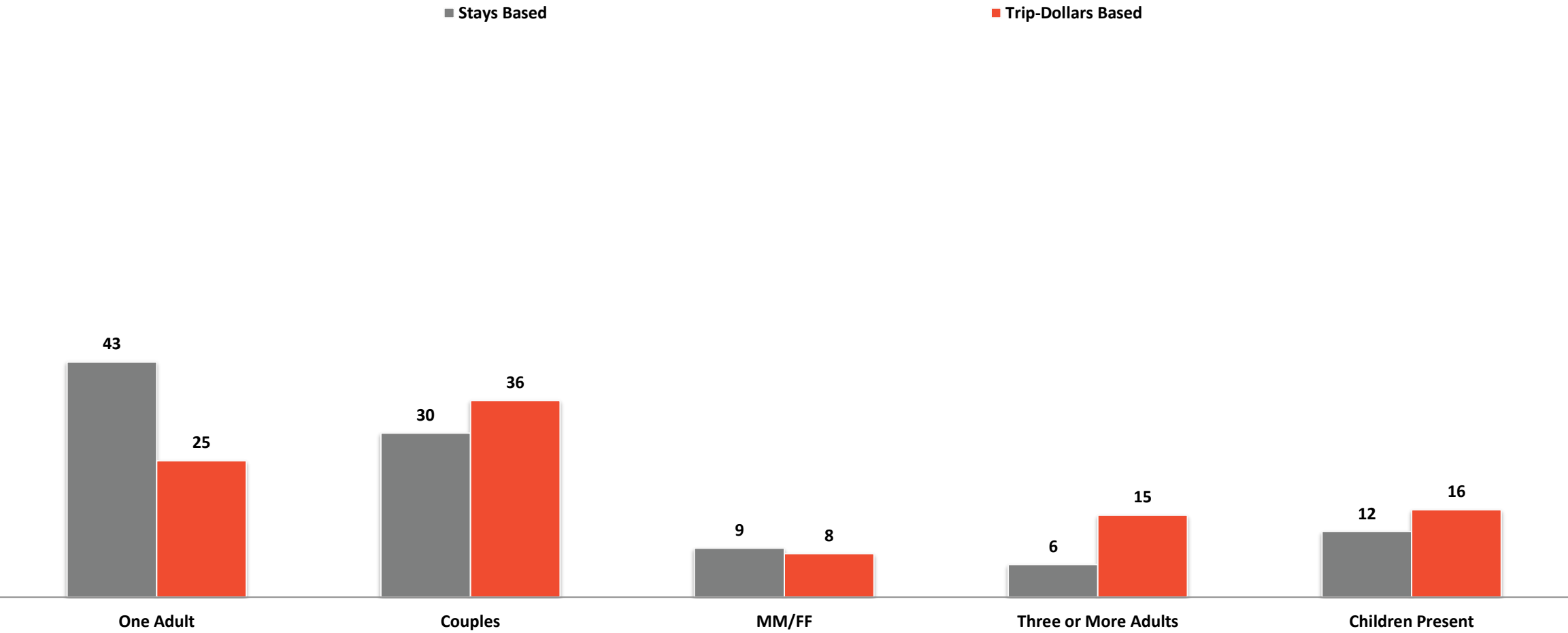


Chart 43 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Stay Length Distribution: U.S. and Louisiana

TRIP CHARACTERISTICS

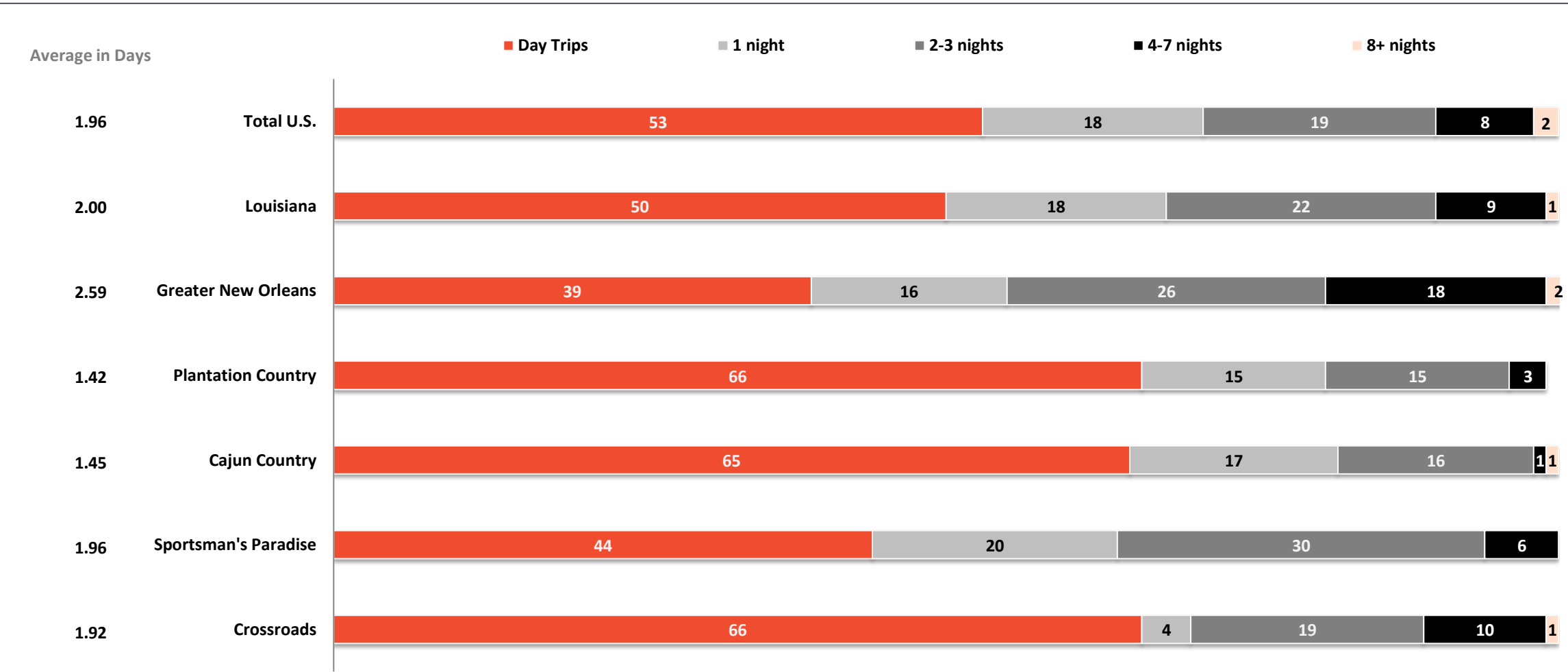


Chart 44 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Average Stay Length Overview (in days): U.S. and Louisiana

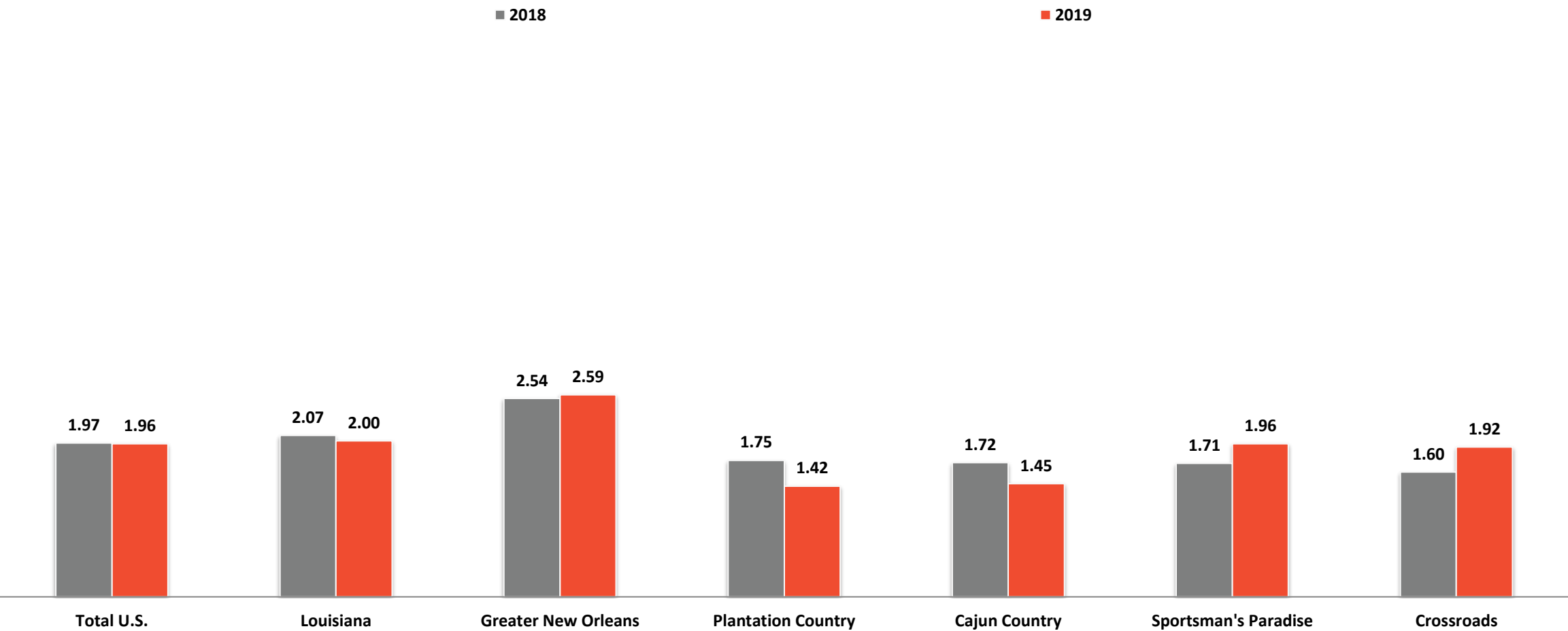


Chart 45 • Segment: 2018-2019 Stays • Louisiana N = 3,117 household count

Louisiana Avg. Party per Stay Spending by Stay Length

TRIP CHARACTERISTICS

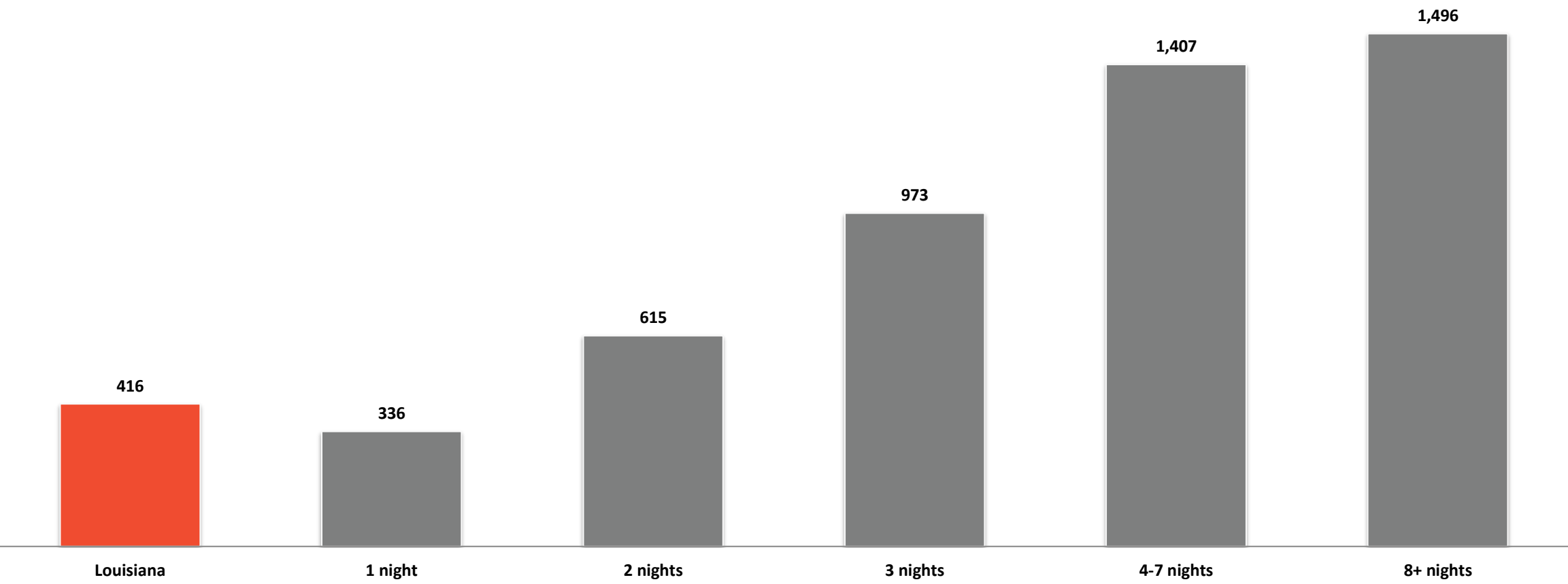


Chart 46 • Segment: 2017-2019 Leisure Stays (\$) • Louisiana N = 4,753 household count

Louisiana Stay Length Comparison

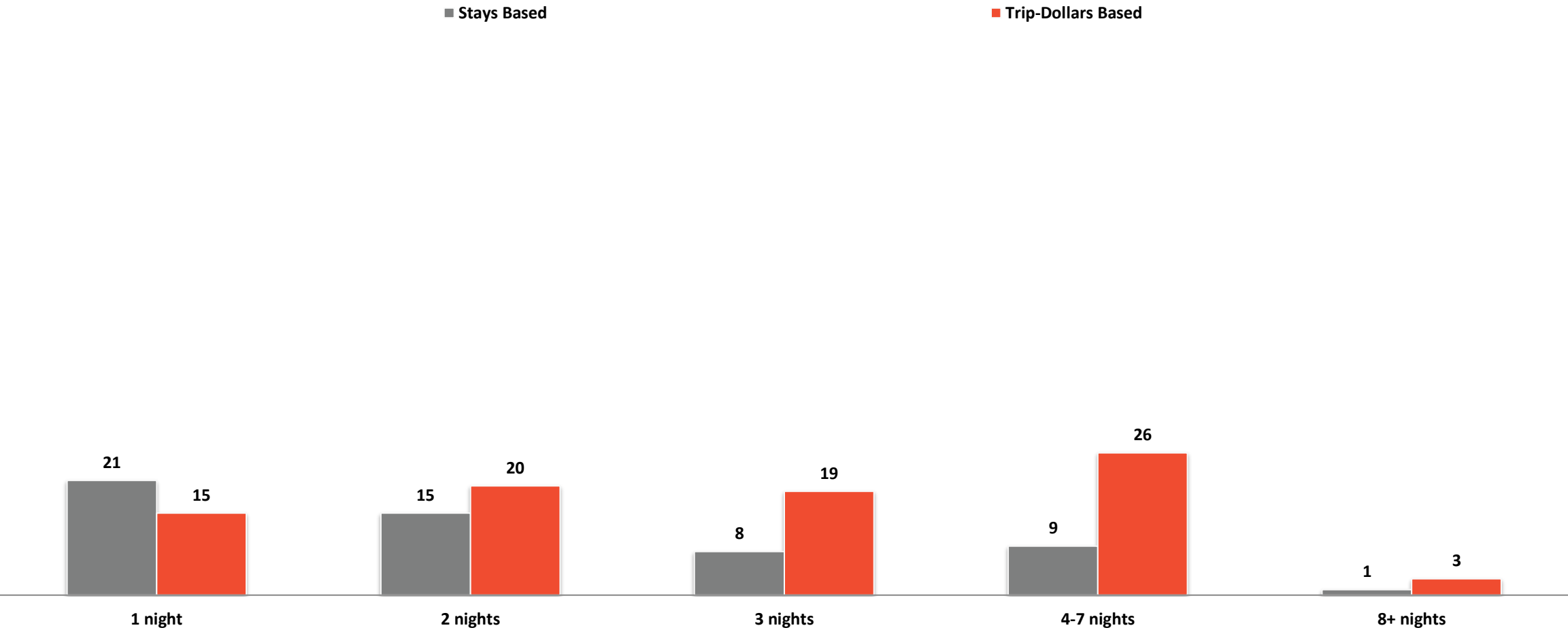


Chart 47 • Segment: 2017-2019 (%) • Louisiana N = 4,753 household count

Daily Spending Per Person by Category: U.S. and Louisiana

TRIP CHARACTERISTICS

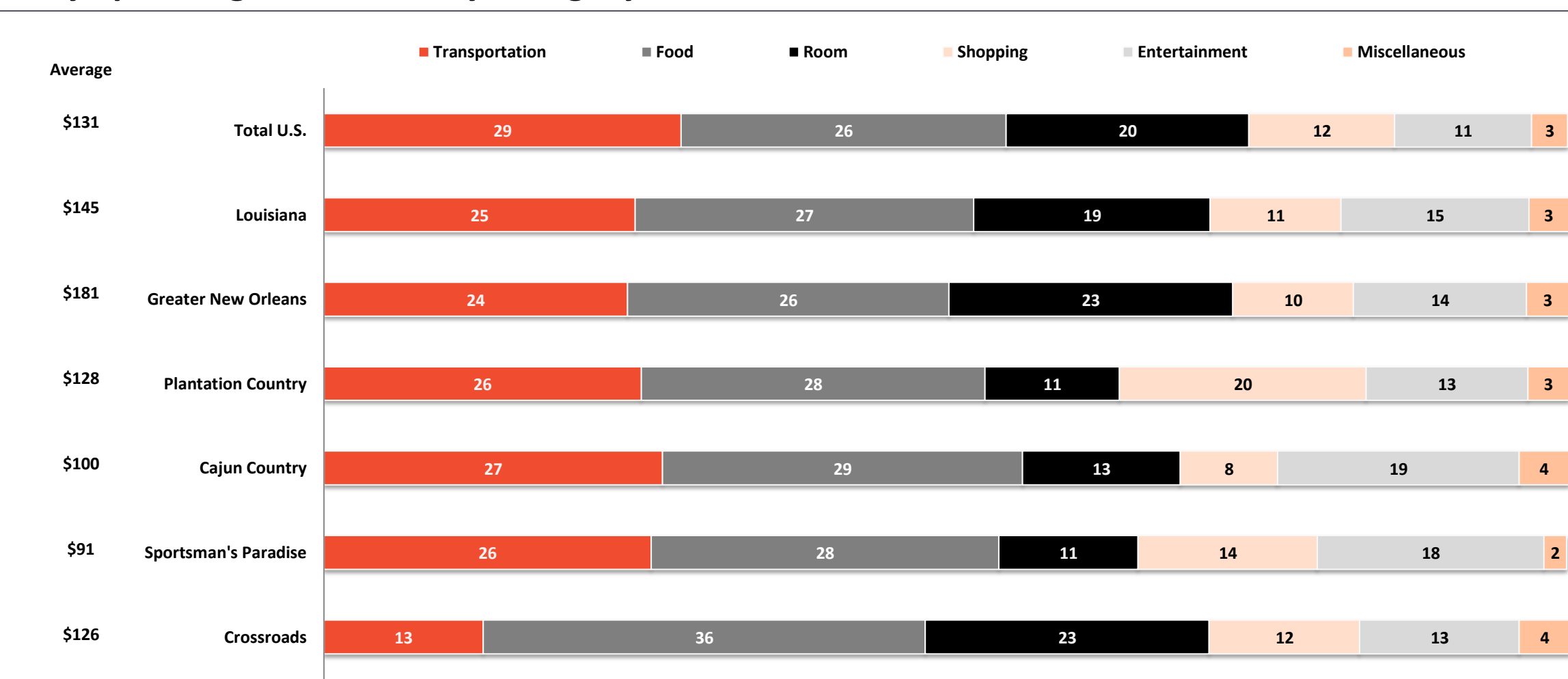
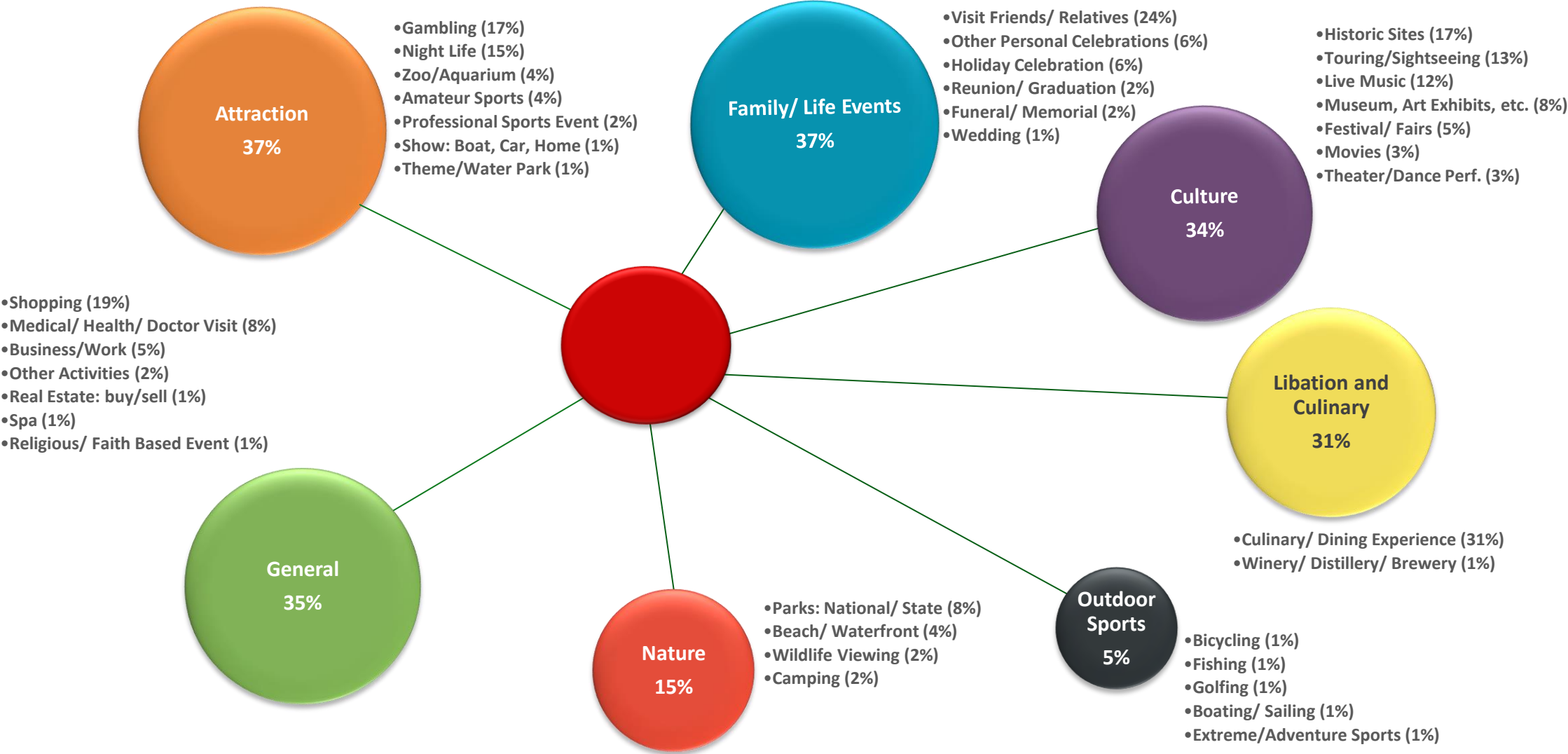


Chart 48 • Segment: 2019 Person-Days (%) • Louisiana N = 1,554 household count

Louisiana Activity Participation

ACTIVITY PARTICIPATION



Top Activities at the Destination

ACTIVITY PARTICIPATION

| | Total U.S. | Louisiana | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|---|------------|-----------|---------------------|--------------------|---------------|----------------------|------------|
| Culinary/Dining Experience | 23 | 31 | 41 | 40 | 20 | 24 | 25 |
| Visit Friends/Relatives (general visit) | 26 | 24 | 26 | 35 | 19 | 25 | 7 |
| Shopping | 20 | 19 | 28 | 24 | 5 | 24 | 3 |
| Historic Sites | 9 | 17 | 31 | 3 | 7 | 9 | 38 |
| Gambling (slots, cards, horses, etc.) | 5 | 17 | 11 | 4 | 21 | 41 | 18 |
| Nightlife (bar, nightclub, etc.) | 8 | 15 | 29 | 8 | 5 | 5 | 14 |
| Touring/Sightseeing | 9 | 13 | 27 | 4 | 2 | 5 | 14 |
| Live Music | 7 | 12 | 24 | 4 | 3 | 9 | 0 |
| Museums, Art Exhibits, etc. | 6 | 8 | 17 | 1 | 2 | 1 | 4 |
| Parks (national/state, etc.) | 9 | 8 | 15 | 2 | 4 | 6 | 4 |
| Medical/Health/Doctor Visit | 5 | 8 | 5 | 10 | 13 | 7 | 0 |
| Personal Special Event (Anniversary, Birthday) | 6 | 6 | 8 | 4 | 3 | 5 | 4 |
| Holiday Celebration (Thanksgiving, July 4th etc.) | 5 | 6 | 8 | 11 | 2 | 2 | 6 |
| Festival/Fairs (state, craft, etc.) | 5 | 5 | 8 | 7 | 1 | 5 | 10 |
| Business/Work | 8 | 5 | 7 | 5 | 2 | 3 | 18 |
| Zoo/Aquarium | 3 | 4 | 9 | 3 | 0 | 1 | 16 |
| Beach/Waterfront | 10 | 4 | 5 | 0 | 1 | 8 | 15 |
| Amateur Sports (attend/participate) | 3 | 4 | 3 | 7 | 5 | 1 | 1 |
| Theater/Dance Performance | 3 | 3 | 5 | 1 | 1 | 1 | 1 |
| Movies | 4 | 3 | 3 | 4 | 2 | 6 | 3 |

Chart 50 • Segment: 2019 Total Stays (%) • Louisiana N = 1,554 household count

Note that the sum of all activity participation exceeds 100% due to the engagement of more than 1 activity per stay

Top Activities at the Destination

ACTIVITY PARTICIPATION

| | Total U.S. | Louisiana | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|--|------------|-----------|---------------------|--------------------|---------------|----------------------|------------|
| Reunion/Graduation | 2 | 2 | 5 | 2 | 0 | 1 | 0 |
| Funeral/Memorial | 2 | 2 | 1 | 9 | 2 | 2 | 0 |
| Wildlife Viewing (birds, whales, etc.) | 3 | 2 | 4 | 4 | 1 | 0 | 0 |
| Professional Sports Event | 2 | 2 | 5 | 2 | 0 | 0 | 0 |
| Camping | 2 | 2 | 3 | 2 | 1 | 0 | 0 |
| Boating/Sailing | 2 | 1 | 3 | 1 | 1 | 0 | 1 |
| Wedding | 1 | 1 | 1 | 1 | 2 | 1 | 2 |
| Religious/Faith Based Conference | 2 | 1 | 2 | 2 | 1 | 3 | 1 |
| Real Estate (buy/sell) | 1 | 1 | 2 | 3 | 0 | 0 | 0 |
| Show: Boat, Car, Home | 3 | 1 | 2 | 0 | 1 | 1 | 0 |
| Fishing | 2 | 1 | 1 | 1 | 1 | 2 | 1 |
| Golfing | 2 | 1 | 1 | 1 | 0 | 5 | 0 |
| Winery/Distillery/Brewery tours | 2 | 1 | 1 | 0 | 0 | 2 | 0 |
| Bicycling | 2 | 1 | 1 | 4 | 0 | 0 | 0 |
| Theme/Amusement/Water Parks | 3 | 1 | 1 | 4 | 0 | 0 | 0 |
| Extreme/Adventure Sports | 1 | 1 | 1 | 0 | 1 | 0 | 0 |
| Spa | 1 | 1 | 1 | 0 | 0 | 1 | 0 |
| Other Activity | 3 | 2 | 2 | 5 | 0 | 0 | 19 |

Chart 51 • Segment: 2019 Stays (%) • Louisiana N = 1,554 household count

Note that the sum of all activity participation exceeds 100% due to the engagement of more than 1 activity per stay

Louisiana Top 10 Activity Index

ACTIVITY PARTICIPATION

The activity index uses the U.S. to determine the average of 100 and anything above is an activity that travelers in Louisiana are more likely to do than visitors to the U.S. The Index is different from the share of participation in that it only reflects a traveler’s propensity to participate in an activity, relative to the propensity for average U.S. destinations.

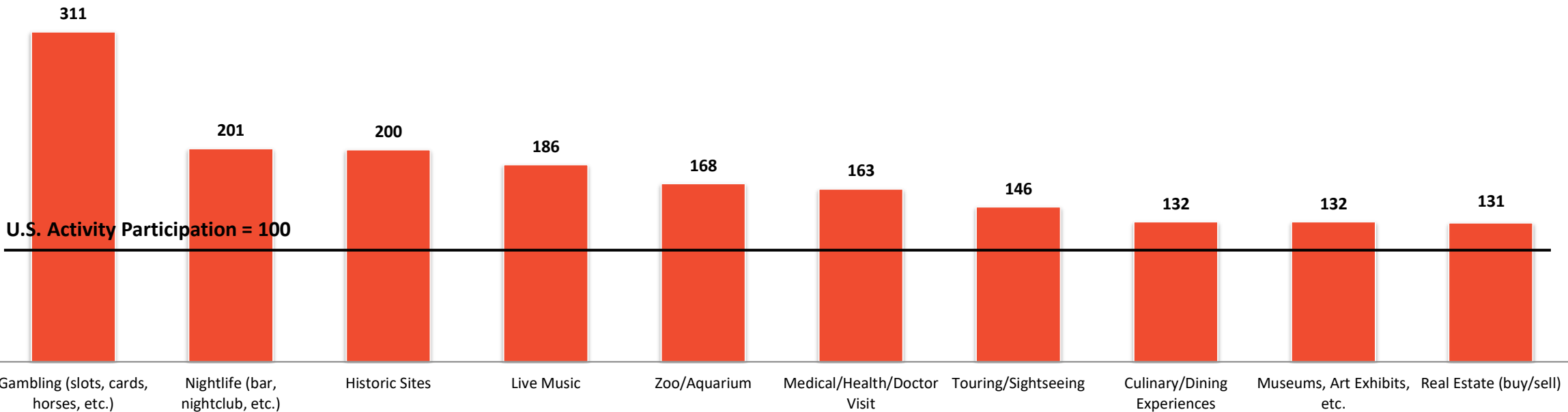


Chart 52 • Segment: 2019 Stays • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Activities

ACTIVITY PARTICIPATION

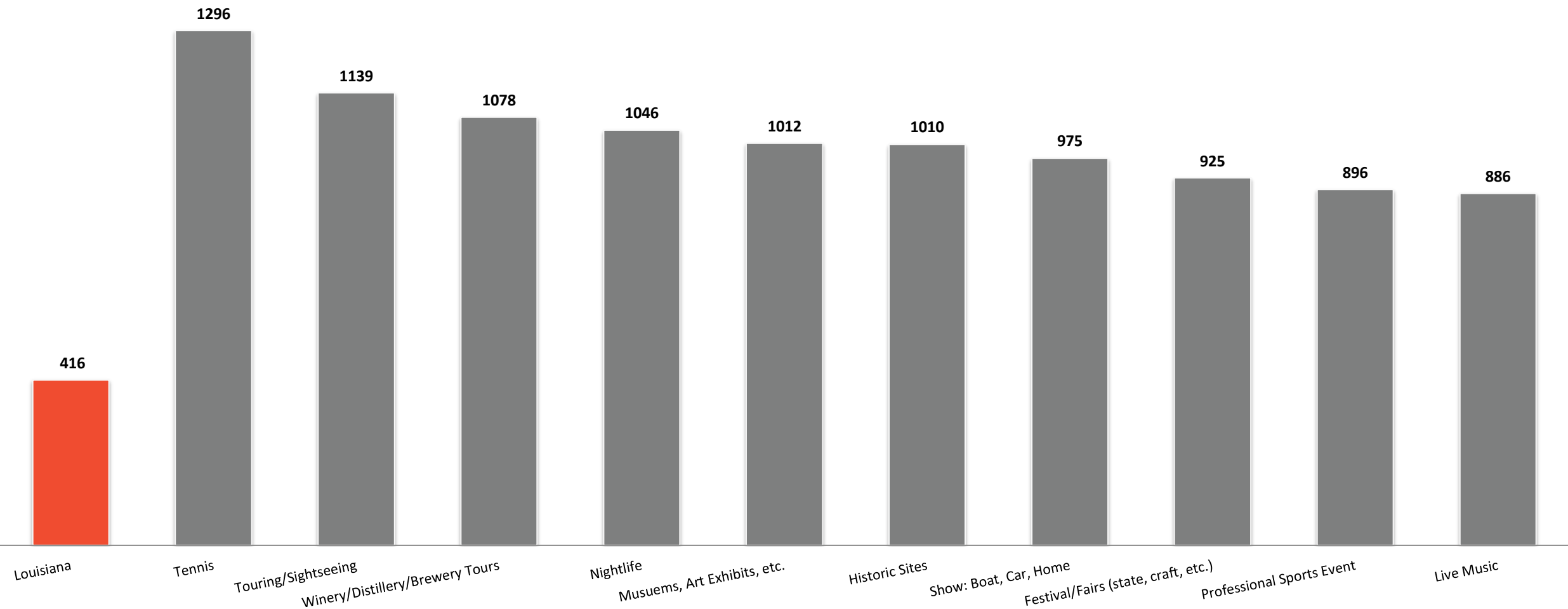


Chart 53 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Avg. Party per Trip Spending by Activities

ACTIVITY PARTICIPATION

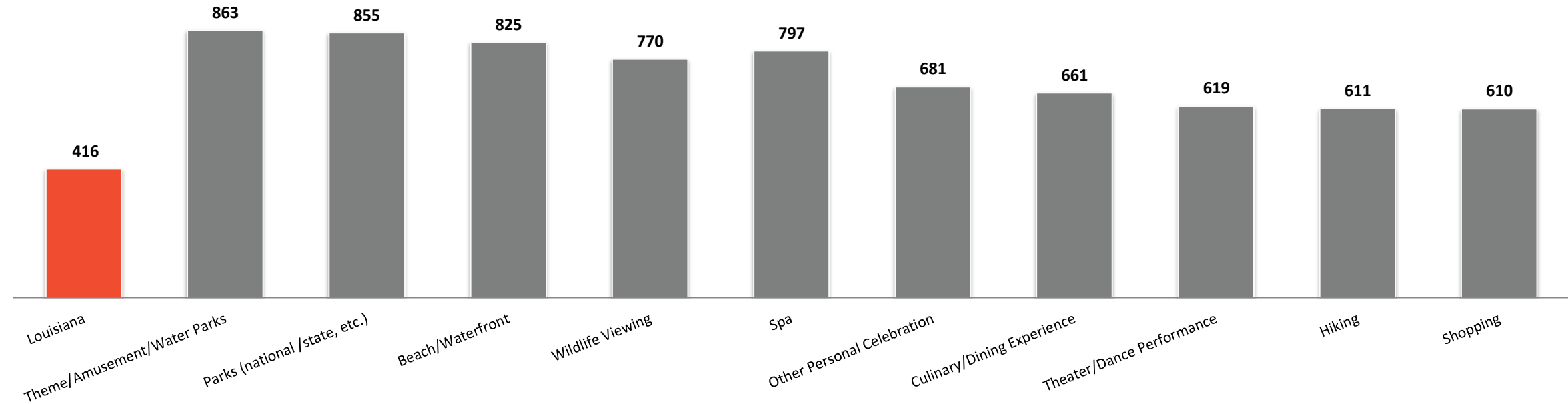


Chart 54 • Segment: 2017-2019 Stays (\$) • Louisiana N = 4,753 household count

Louisiana Activity Comparison

ACTIVITY PARTICIPATION

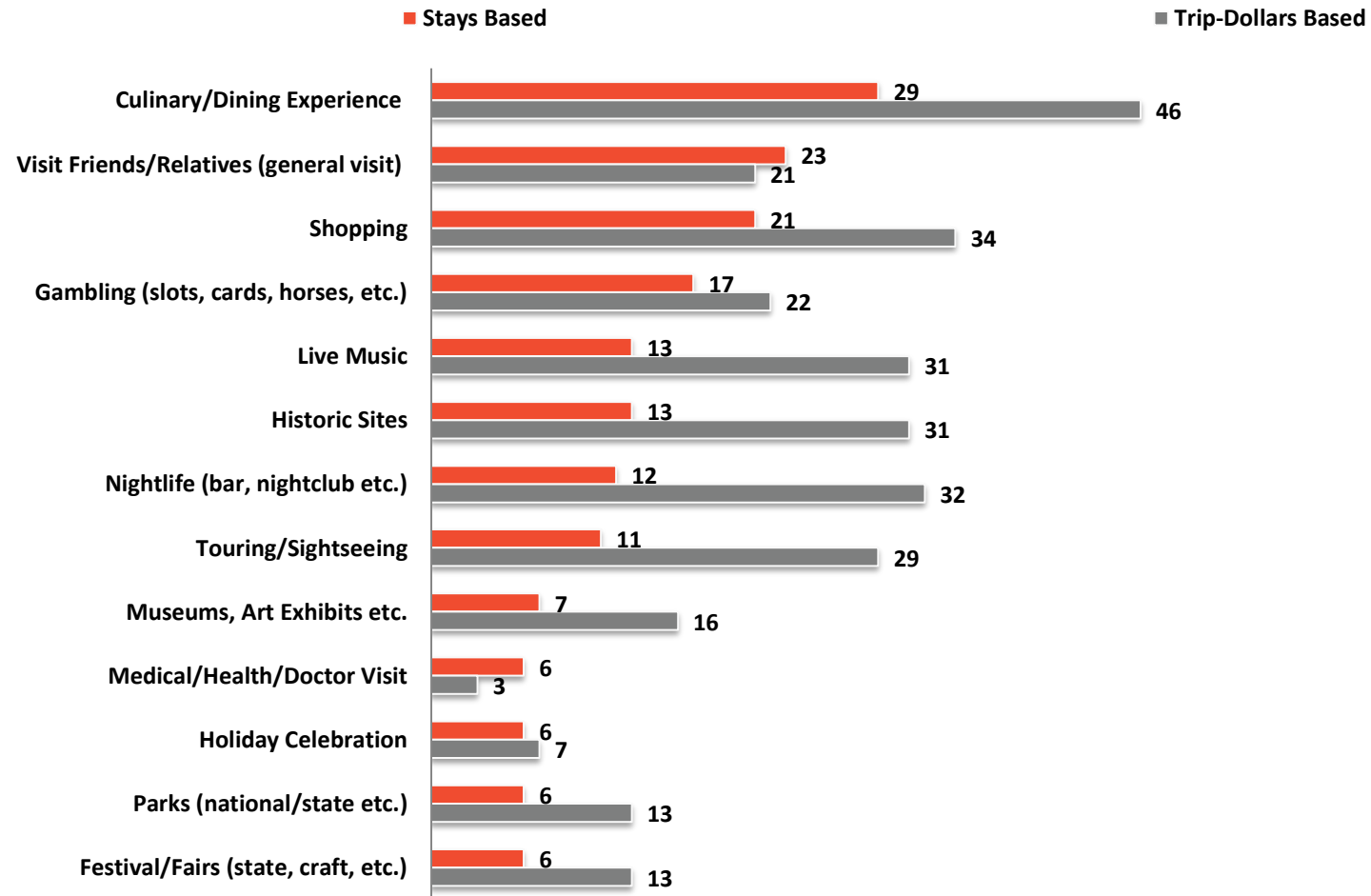


Chart 55 • Segment: 2017-2019 Total (%) • Louisiana N = 4,753 household count

Louisiana Activity Comparison

ACTIVITY PARTICIPATION

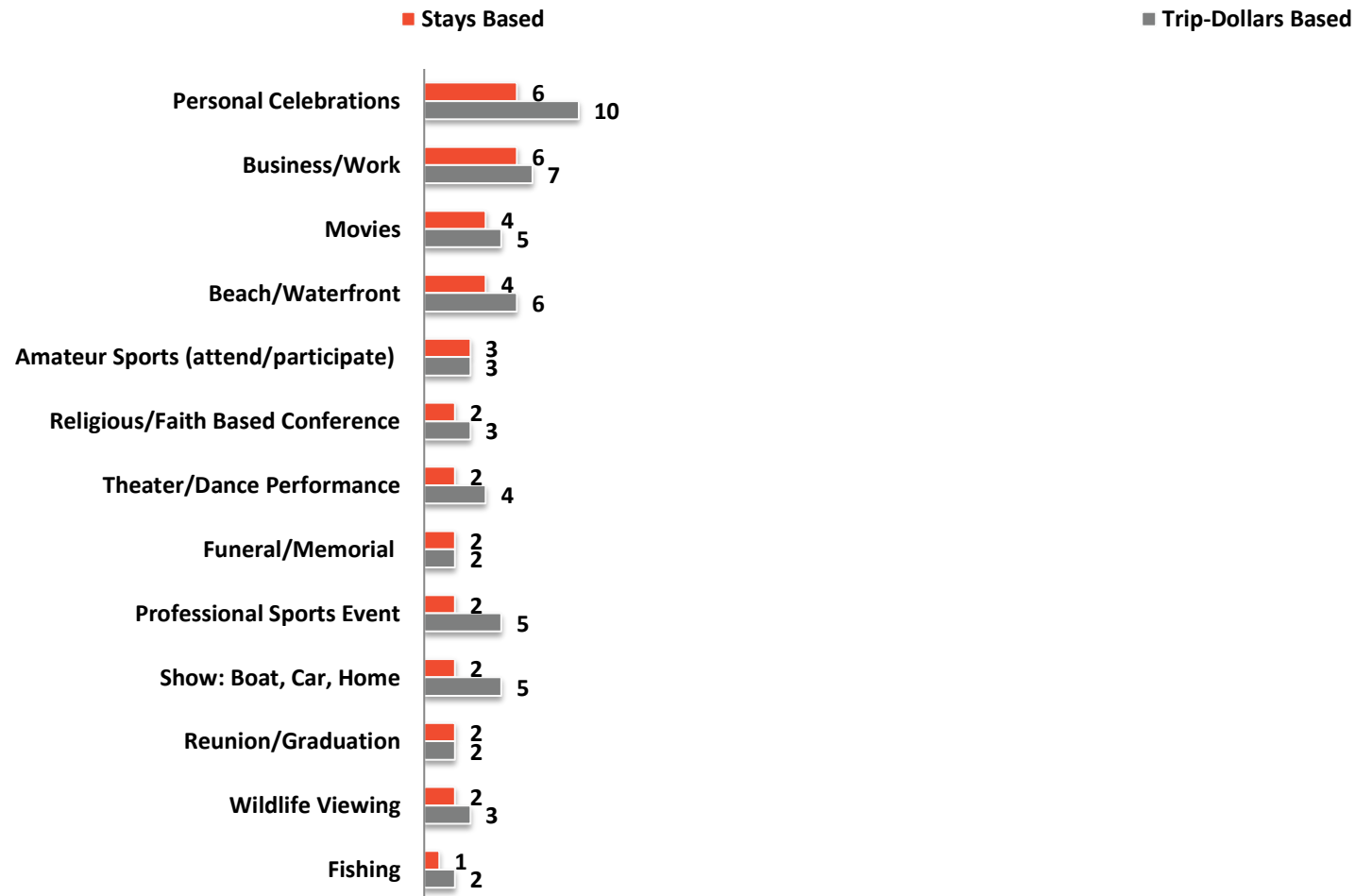


Chart 56 • Segment: 2017-2019 Total (%) • Louisiana N = 4,753 household count

Accommodation Type: U.S. and Louisiana

ACCOMMODATION

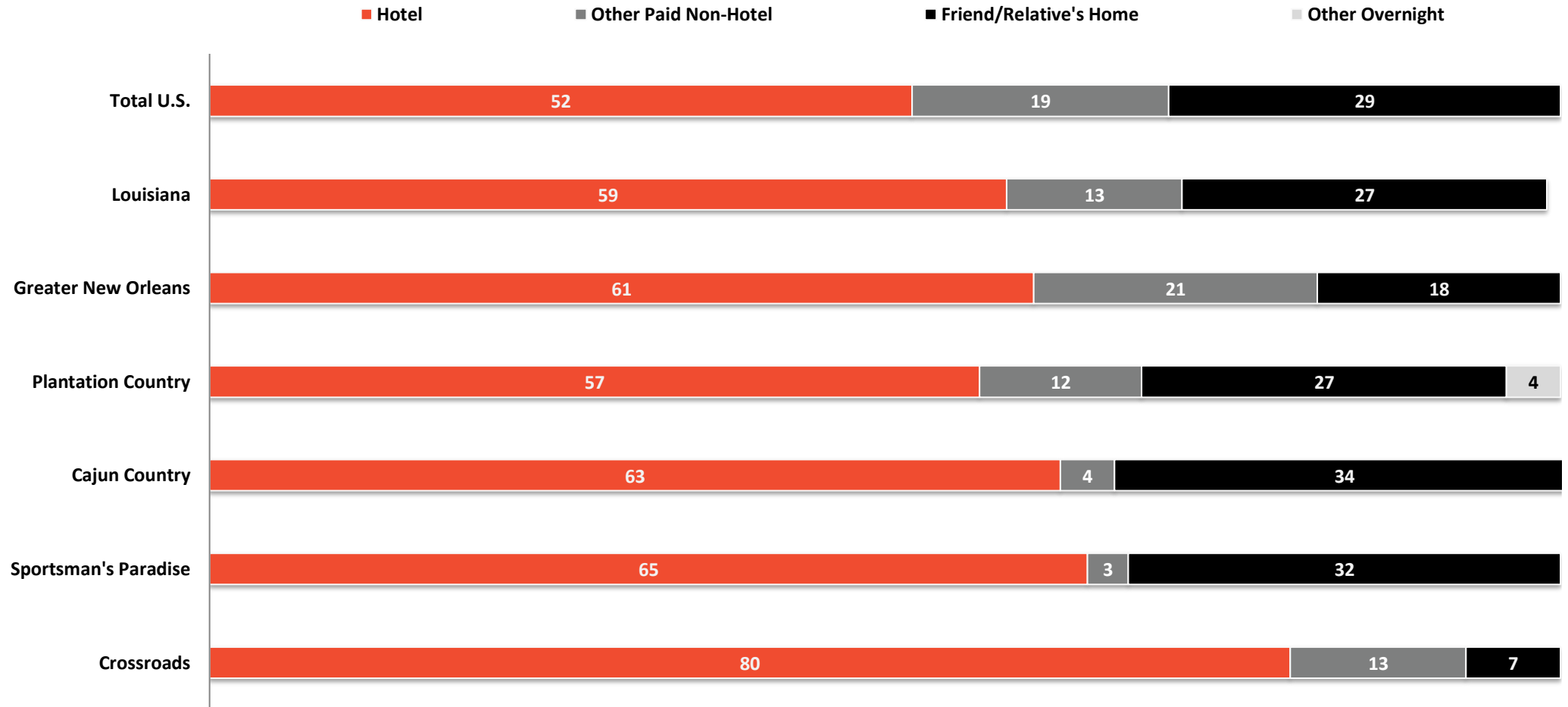


Chart 57 • Segment: 2019 Overnight Person-Stays (%) • Louisiana N = 1,554 household count

Louisiana Avg. Party per Stay Spending by Accommodation Type

ACCOMMODATION

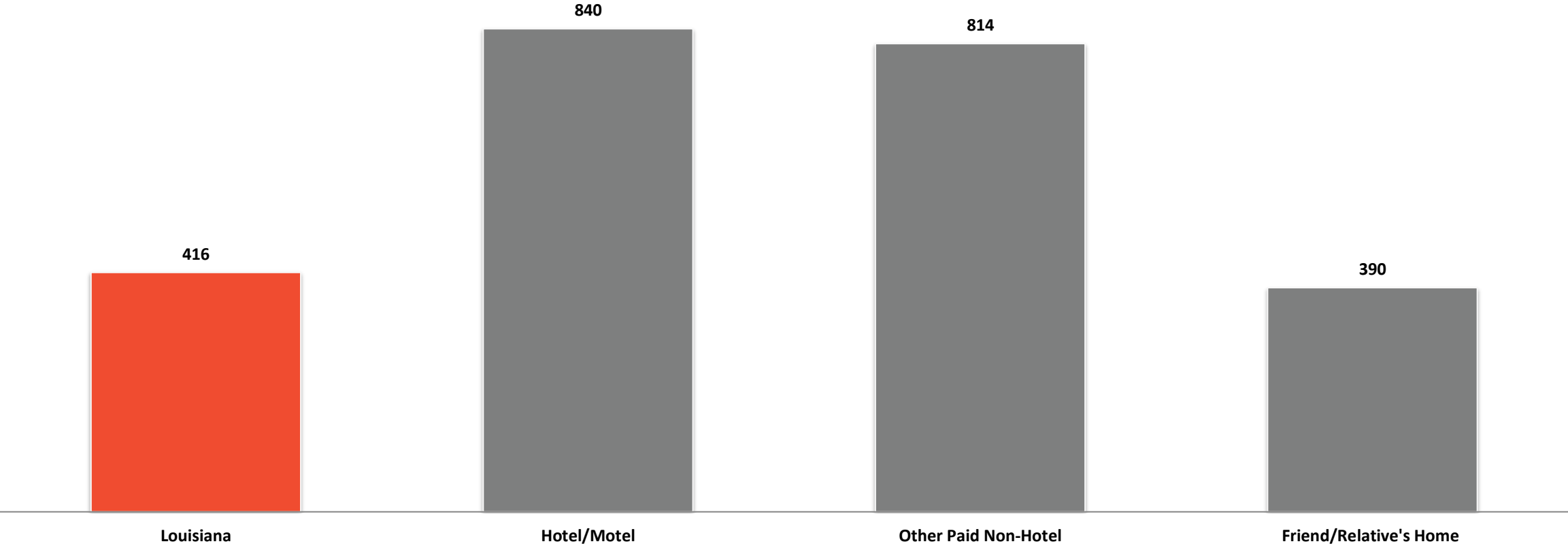


Chart 58 • Segment: 2017-2019 Overnight Stays (\$) • Louisiana N = 4,753 household count

Louisiana Accommodation Type Comparison

ACCOMMODATION

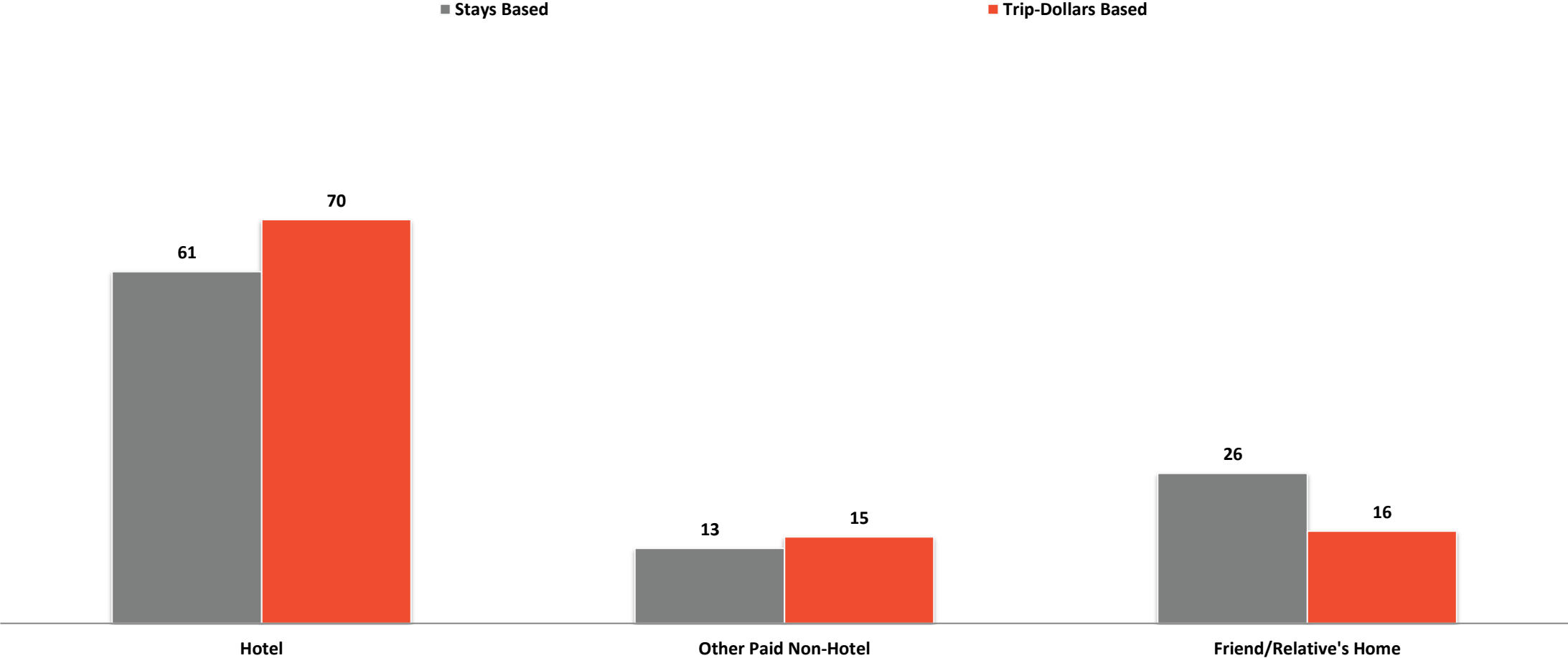


Chart 59 • Segment: 2017-2019 Overnight (%) • Louisiana N = 4,753 household count

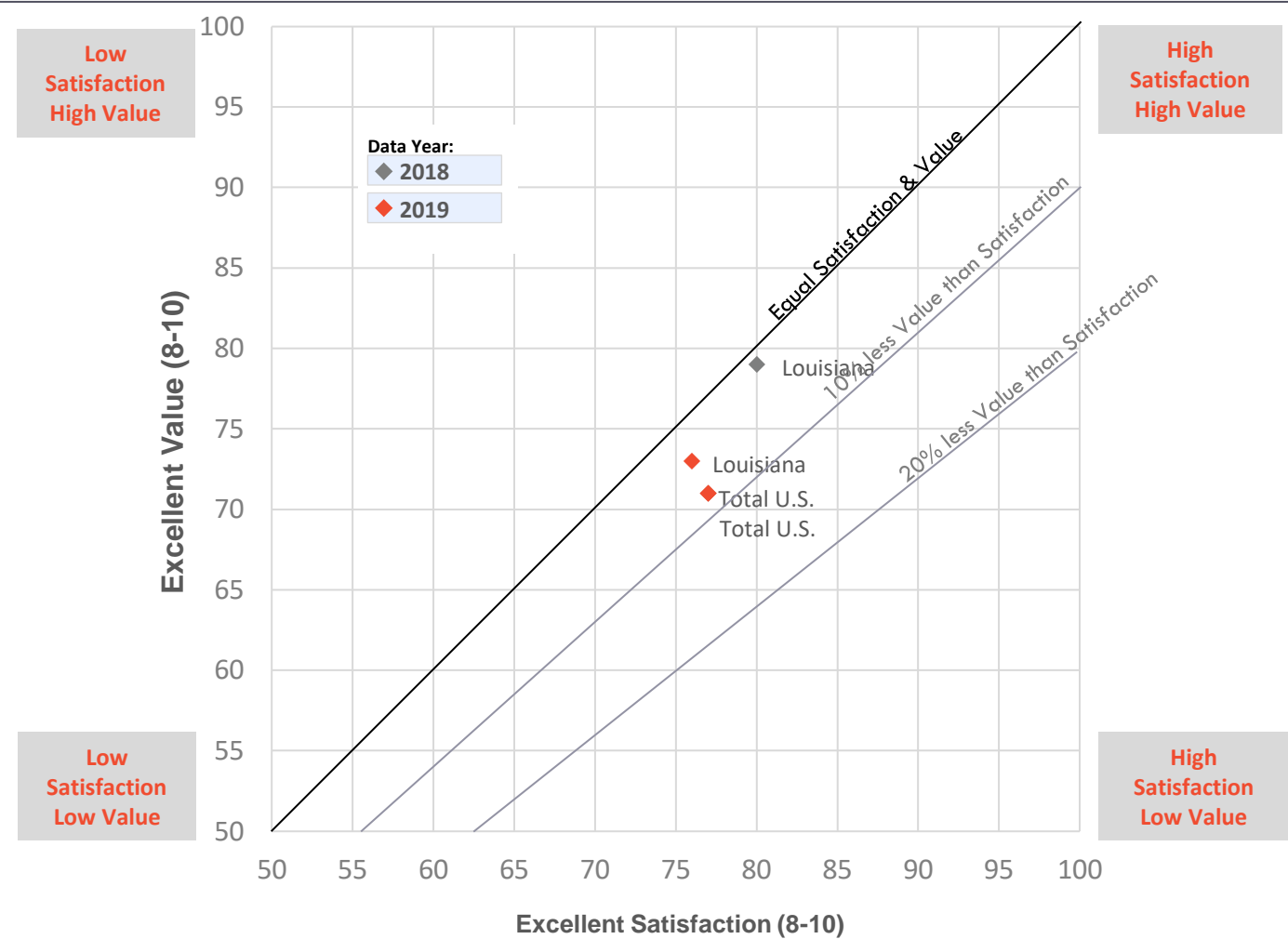
Destination Satisfaction

SATISFACTION

| | Total U.S. | Louisiana | Greater New Orleans | Plantation Country | Cajun Country | Sportsman's Paradise | Crossroads |
|-------------------------|------------|-----------|---------------------|--------------------|---------------|----------------------|------------|
| Overall Satisfaction | 8.45 | 8.49 | 8.44 | 8.34 | 8.47 | 8.52 | 8.81 |
| Value for the Money | 8.19 | 8.31 | 8.14 | 8.32 | 8.23 | 8.60 | 8.95 |
| Friendly Helpful People | 8.40 | 8.42 | 8.27 | 8.46 | 8.56 | 8.31 | 8.89 |
| Feeling of Safety | 8.45 | 8.05 | 7.60 | 7.95 | 8.46 | 8.29 | 8.91 |
| Likely to Recommend | 8.34 | 8.36 | 8.27 | 8.11 | 8.34 | 8.52 | 8.81 |

Louisiana Ratings

PERFORMANCE RATINGS



Satisfaction and Value ratings may be combined into a matrix which places each destination in the location where Satisfaction and Value intersect. Destinations or segments fall into one of four quadrants. Those that are in the High Satisfaction, High Value quadrant have the most loyal visitors. Those visitors are most likely not only to return, but they are likely to spend more, as well as provide invaluable word-of-mouth recommendations. The graph to the left shows these data for Louisiana and its segment as well as the US average.

Chart 61 • Segment: 2018/2019 Person-Stays (%) • Louisiana N = 1,563/1,554 household count

Appendix

Statistical References

Confidence Interval

The confidence interval table indicates how well the data, based on a sample, reflects the entire population of travelers. The smaller the interval, the more relevant the data and the greater confidence we have that the sample number represents the population. Percentage Findings in Report or Data Tables as follows:

| Total Travel | Sample Size for 2019 | At or near 2% or 98% | At or near 5% or 95% | At or near 10% or 90% | At or near 25% or 75% | At or near 50% |
|----------------------|----------------------|----------------------|----------------------|-----------------------|-----------------------|----------------|
| U.S. | 61,575 | 0.1% | 0.1% | 0.2% | 0.3% | 0.3% |
| Louisiana | 1,554 | 0.4% | 0.8% | 1.1% | 1.6% | 2.1% |
| Greater New Orleans | 1,072 | 0.5% | 0.9% | 1.3% | 1.9% | 2.5% |
| Plantation Country | 146 | 1.4% | 2.5% | 3.6% | 5.2% | 6.8% |
| Cajun Country | 211 | 1.1% | 2.1% | 3.0% | 4.3% | 5.6% |
| Sportsman's Paradise | 192 | 1.2% | 2.2% | 3.1% | 4.5% | 5.9% |
| Crossroads | 43 | 2.5% | 4.6% | 6.6% | 9.5% | 12.5% |

Example:

If the car usage finding for Total travel to Louisiana is 10% in 2019 and the sample size is 1,554 using the chart to the right we can say that at the 10% level of confidence the proportion ranges between 8.9% and 11.1%.

Research Methodology

DK Shifflet's **TRAVEL PERFORMANCE/MonitorSM** is a comprehensive study measuring the travel behavior of US residents. DK Shifflet contacts 50,000 distinct U.S. households monthly and has done so since 1991. DK Shifflet is able to provide current behavior and long term trended analyses on a wide range of travel.

DK Shifflet data are collected using an online methodology employing KnowledgePanel®, an address based sample panel offered by Knowledge Networks. The sample is drawn as a national probability sample and returns are balanced to ensure representation of the U.S. population according to the most recent U.S. Census. Key factors used for balancing are Origin State, Age, Income, Education, Gender, Ethnicity/race and return rates. The Knowledge Networks sample is used to create benchmark weights which are applied to surveys returned from other managed panels used by DK Shifflet.

Both traveling and non-traveling households are surveyed each month enabling DK Shifflet to generate the best estimate of travel incidence (volume) within the total U.S. population. Among those who have traveled (overnight in the past three months, and daytrips in the past month) details of their trip(s) are recorded for each month. This overlapping, repeating monthly approach boosts the observed number of trips for each travel month and controls for seasonality and telescoping biases.

About DK Shifflet

DK Shifflet, an MMGY Global Company, is the leading U.S. consumer travel research firm. DK Shifflet is located in McLean, VA and has, for more than 30 years, provided the Industry's most complete consumer based travel data on U.S. residents and their travel worldwide. Our clients include destination marketing organizations, theme parks, auto clubs, hotel chains and more.

"Travel" is defined as either an overnight trip defined as going someplace, staying overnight and then returning home or as a day trip defined as a place away from home and back in the same day. Respondents report travel behavior for each stay of each trip; an approach that enhances reporting for specific travel events, activities and spending.

A wide variety of general travel information is collected including travel to destinations at a city level, hotel stayed in, purpose of stay and activities, expenditures, mode of transportation, party composition, length of stay, travel agent and group tour usage, satisfaction and value ratings, and demographics, including origin markets.

Several questions are asked as open-ends to ensure that the responses are not influenced by a pre-listed set of response categories. Each respondent identifies the actual destination visited with an open-end response. This is particularly significant for obtaining accurate data for smaller cities and counties and representing total travel. This increases time and expense to accurately capture these responses but quality requires it.

Extensive coding lists are updated regularly to ensure that all data is recorded accurately. DK Shifflet's Quality Control Committee conducts bi-monthly meetings to review survey results and examine methods to maintain and improve quality control.